

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1981

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	26.8	20,850
2	M*A*S*H	23.6	18,360
3	DALLAS	22.6	17,580
4	BIG EVENT#	22.3	17,350
5	60 MINUTES	21.7	16,880
6	BROKEN PROMISE(S)	21.3	16,570
7	LOU GRANT	20.7	16,100
8	HOUSE CALLS	20.5	15,950
9	FACTS OF LIFE#	20.4	15,870
10	DIFF'RENT STROKES	20.0	15,560
11	LOVE BOAT	19.8	15,400
12	CBS TUESDAY NIGHT MOVIES#	19.6	15,250
13	FANTASY ISLAND	19.5	15,170
13	RIPLEY'S BELIEVE IT-NOT(S)	19.5	15,170
15	NURSE	19.4	15,090
16	BATTLE-NETWORK STARS(S)	19.3	15,020
16	TOO CLOSE FOR COMFORT#	19.3	15,020
18	HART TO HART	18.9	14,700

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	18.0	37,550
2	M*A*S*H	16.8	34,990
3	CHIPS	15.3	31,970
3	DALLAS	15.3	31,970
5	FACTS OF LIFE#	15.2	31,700
6	BROKEN PROMISE(S)	15.1	31,590
7	BIG EVENT#	14.6	30,460
8	LOVE BOAT	14.4	30,000
9	RIPLEY'S BELIEVE IT-NOT(S)	14.3	29,900
10	DUKES OF HAZZARD	14.2	29,620
11	DIFF'RENT STROKES	14.0	29,150
12	PRIVATE BENJAMIN#	13.9	29,100
13	60 MINUTES	13.9	28,940
14	BATTLE-NETWORK STARS(S)	13.5	28,100
15	HOUSE CALLS	13.4	28,070
16	M*A*S*H SPECIAL(S)	13.4	27,960
17	JEFFERSONS	13.1	27,280
18	GREATEST AMERICAN HERO	13.0	27,110
19	FANTASY ISLAND	12.9	26,960

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	23.9	19,500
2	DALLAS	19.1	15,570
3	BROKEN PROMISE(S)	19.1	15,550
4	BIG EVENT#	18.4	15,020
5	M*A*S*H	17.9	14,610
6	FACTS OF LIFE#	17.0	13,850
7	LOVE BOAT	16.9	13,790
7	60 MINUTES	16.9	13,790
9	LOU GRANT	16.9	13,780
10	TOO CLOSE FOR COMFORT#	16.7	13,580
11	NURSE	16.6	13,520
12	HART TO HART	16.3	13,310
13	HOUSE CALLS	16.0	13,010
14	JEFFERSONS	15.7	12,790
15	FANTASY ISLAND	15.5	12,670
16	CBS TUESDAY NIGHT MOVIES#	15.4	12,580

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	18.4	13,470
2	60 MINUTES	18.1	13,260
3	BIG EVENT#	16.8	12,310
4	M*A*S*H	15.8	11,610
5	RIPLEY'S BELIEVE IT-NOT(S)	15.0	10,970
6	LOU GRANT	14.3	10,460
7	CHIPS	13.8	10,120
8	NBA PLAYOFF-GM.1#	13.8	10,110
9	DALLAS	13.6	9,980
10	CBS WEDNESDAY NIGHT MOVIE#	13.5	9,920
11	KENTUCKY DERBY(S)	13.3	9,760
12	ABC SUNDAY NIGHT MOVIE	13.2	9,660
13	CBS TUESDAY NIGHT MOVIES#	13.1	9,630
14	BATTLE-NETWORK STARS(S)	13.1	9,600
14	DUKES OF HAZZARD	13.1	9,600
16	ALL-STAR SALUTE-MOTHER(S)	13.0	9,560
17	BROKEN PROMISE(S)	12.9	9,460
18	HOUSE CALLS	12.8	9,390
19	20/20	12.7	9,330
20	PRIVATE BENJAMIN#	12.7	9,310

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	23.6	12,010
2	BIG EVENT#	19.0	9,680
3	DALLAS	18.9	9,610
4	LOU GRANT	18.5	9,410
5	M*A*S*H	18.1	9,190
6	BROKEN PROMISE(S)	17.6	8,930
7	HART TO HART	17.2	8,740
8	TOO CLOSE FOR COMFORT#	16.4	8,350
9	NURSE	16.0	8,130
10	FACTS OF LIFE#	16.0	8,120
11	CBS TUESDAY NIGHT MOVIES#	15.6	7,950
11	HOUSE CALLS	15.6	7,950
13	AMERICAN DREAM(S)	15.5	7,880
14	LOVE BOAT	15.1	7,680
15	RIPLEY'S BELIEVE IT-NOT(S)	15.1	7,660
16	FANTASY ISLAND	14.9	7,590
17	QUINCY, M.E.	14.9	7,560
18	ABC SUNDAY NIGHT MOVIE	14.5	7,360

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.0	6,690
2	ALL-STAR SALUTE-MOTHER(S)	23.7	5,890
3	NBC MONDAY NIGHT MOVIES#	23.2	5,760
4	REAL PEOPLE	22.8	5,650
5	WALTONS#	21.6	5,360
6	DALLAS	20.5	5,080
7	ALICE	20.2	5,020
8	BROKEN PROMISE(S)	19.9	4,940
8	JEFFERSONS	19.9	4,940
10	COUNTRY MUSIC AWARDS(S)	19.9	4,930
11	JOHNNY CASH-COUNTRY GIRLS(S)	19.7	4,890
12	LOVE BOAT	19.6	4,860
13	DIFF'RENT STROKES	19.3	4,800
13	TAKE ONE(S)	19.3	4,800
15	LITTLE HOUSE-PRAIRIE	19.0	4,720
16	CBS WEDNESDAY NIGHT MOVIE#	18.5	4,580
17	FACTS OF LIFE#	18.4	4,570
18	ARCHIE BUNKER'S PLACE	18.2	4,520
19	ONE DAY AT A TIME	18.1	4,480
19	PALMERSTOWN#	18.1	4,480

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BIG EVENT#	16.1	7,820
2	M*A*S*H	15.7	7,650
3	NBC MONDAY NIGHT MOVIES#	15.7	7,610
4	NBA PLAYOFF-GM.1#	14.8	7,210
4	RIPLEY'S BELIEVE IT-NOT(S)	14.8	7,210
6	LOU GRANT	14.4	6,980
7	ABC SUNDAY NIGHT MOVIE	14.3	6,950
7	INCREDIBLE HULK#	14.3	6,950
9	CBS TUESDAY NIGHT MOVIES#	14.2	6,900
10	CHIPS	13.7	6,680
11	BATTLE-NETWORK STARS(S)	13.3	6,450
12	60 MINUTES	12.8	6,200
13	DUKES OF HAZZARD	12.6	6,130
14	DALLAS	12.5	6,090
15	20/20	12.5	6,080
16	GREATEST AMERICAN HERO	12.4	6,030
17	HOUSE CALLS	12.2	5,920

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.6	5,920
2	NBC MONDAY NIGHT MOVIES#	26.1	5,050
3	REAL PEOPLE	21.6	4,180
4	ARCHIE BUNKER'S PLACE	21.2	4,090
5	KENTUCKY DERBY(S)	20.2	3,900
6	JEFFERSONS	19.7	3,800
7	ONE DAY AT A TIME	19.6	3,790
8	BIG EVENT#	19.2	3,710
9	ALICE	18.8	3,630
10	BROKEN PROMISE(S)	18.6	3,590
11	WALTONS#	18.4	3,560
12	ALL-STAR SALUTE-MOTHER(S)	18.3	3,530
13	CBS WEDNESDAY NIGHT MOVIE#	17.7	3,430
14	LOBO	17.2	3,330
15	PRIVATE BENJAMIN#	17.1	3,310
16	FACTS OF LIFE#	16.9	3,270
17	DALLAS	16.8	3,240
17	THAT'S INCREDIBLE	16.8	3,240





[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
BROKEN PROMISE(S)-CONT'D																																	
		9.00 - 9.30						A	19.1	31	1486	1928	788	267	871	285	462	421	382	310		573	172	278	270	260	235	147^101^	337	244			
		9.30 - 10.00						A	21.2	33	1649	1937	845	313	946	345	541	463	405	304		544	166	261	261	252	221	159	93^	288	193		
		10.00 - 10.30						A	22.0	37	1712	1883	838	345	957	356	562	486	428	288		573	189	313	287	273	207	156	98^	197	137^		
		10.30 - 11.00						A	22.9	39	1782	1873	840	328	966	369	579	481	425	290		590	195	326	305	273	206	145	100^	172	116^		
BUGS BUNNY-AMERICAN HERO(S)																																	
	2 MON.	8.00P	30	CBS	EA		192		A	16.3	28	1268	1839	589	231	627	241	339	301	219	228		342	114^	184^172^	139^123^	183^116^	687	351				
CBS EVENING NEWS-RATHER																																	
	M-F	6.30P	30	CBS	N		149	195 197	A	11.5	24	895	1531	712	220	773	140	296	323	355	405		614	141	262	286	297	294	74	34^	70	42^	
							98	99	B	15.1	27	1175	1571	708	215	771	149	289	323	375	401		632	135	278	286	326	299	76	37	92	58	
CBS EVENING NEWS-DEAN																																	
	SUN.	6.30P	30	CBS	N		20	170 173	A	9.0	20	700	1549	654	250	677	172	318	339	324	308		778	220	370	378	379	332	64^	LT	30^	30^	
							92	92	B	10.3	18	801	1658	713	260	791	175	306	318	359	417		703	175	315	329	339	325	67	24	97	64	
CBS SAT. NEWS-SCHIEFFER																																	
	SAT.	6.30P	30	CBS	N		31	151 145	A	7.6	19	591	1690	700	144^	798	144^	310	274	360	422		726	213	324	350	355	319	90^	LT	76^	45^	
							85	85	B	10.6	21	825	1602	720	196	784	141	269	288	362	441		667	151	276	280	327	332	67	26	84	49	
CBS SAT. NIGHT MOVIE																																	
	1 SAT.	8.30P	120	CBS	FF		1	192	A	11.9	22	926	1910	708	143^	794	284	479	386	356	277		814	273	495	468	432	251^	194^	39^	108^	70^	
		8.30 - 9.00							B	11.9	22	926	1910	708	143	794	284	479	386	356	277		814	273	495	468	432	251	194	39	108	70	
		9.00 - 9.30							A	8.4	17	654	1823	743	168^	743	206^	410	327^	366	302^		720	133^	377	450	481	264^	178^	52^	182^	107^	
		9.30 - 10.00							A	11.6	22	902	1829	598	137^	724	230^	418	351	333	267		791	216^	445	454	457	269	229^	43^	85^	64^	
		9.30 - 10.00							A	12.9	23	1004	1784	618	133^	760	263	457	386	342	267		774	264	453	438	396	257	177^	34^	73^	48^	
		10.00 - 10.30							A	14.9	27	1159	2093	840	139^	891	379	573	435	372	276		902	396	622	505	408	219	187^	30^	113^	71^	
CBS TUESDAY NIGHT MOVIES																																	
	1 TUE.	9.36P	115	CBS	FF		17	189	A	19.6	34	1525	1706	759	257	826	334	522	505	384	214		631	246	452	450	325	135^	176	74^	73^	58^	
		9.30 - 10.00							B	17.8	28	1385	1725	753	287	850	322	528	463	385	253		617	232	388	360	302	171	148	80	110	72	
		10.00 - 10.30							A	17.4	28	1354	1763	755	266	811	318	515	485	395	204		603	236	411	402	294	157^	214	67^	135^	95^	
		10.30 - 11.00							A	18.7	31	1455	1646	730	227	780	310	468	455	360	223		596	222	407	427	320	138^	190	76^	80^	67^	
		10.30 - 11.00							A	21.0	37	1634	1715	770	279	846	362	551	529	391	204		654	258	469	477	343	132^	159	74^	56^	42^	
		11.00 - 11.30							A	21.0	41	1634	1714	775	257	857	341	549	540	395	217		659	259	503	474	335	125^	156	74^	42^	39^	
CBS WEDNESDAY NIGHT MOVIE																																	
	2 WED.	9.00P	120	CBS	FF		20	187	A	18.5	30	1439	1662	675	256	834	234	453	414	432	319		690	193	376	384	381	239	62^	29^	76^	23^	
		9.00 - 9.30							B	17.4	28	1354	1746	735	288	831	296	499	447	399	259		657	232	395	371	327	205	140	69	118	78	
		9.30 - 10.00							A	16.6	26	1291	1675	675	252	826	205	424	387	435	337		679	188	337	340	362	255	45^	27^	125^	48^	
		10.00 - 10.30							A	18.5	29	1439	1698	660	270	830	238	457	396	419	315		666	168	338	363	384	233	79^	31^	123^	45^	
		10.30 - 11.00							A	19.3	32	1502	1663	683	259	850	268	490	444	427	298		710	206	411	415	393	235	62^	29^	41^	LT	
		10.30 - 11.00							A	19.5	33	1517	1614	684	249	827	223	433	421	437	330		701	205	410	406	384	238	61^	31^	25^	LT	
CHECKING IN																																	
	1 THU.	8.00P	30	CBS	CS		3	194	A	13.9	26	1081	1850	743	265	814	150^	346	401	449	385		677	278	390	320	297	237	91^	56^	268	196^	
							99		B	16.3	29	1268	1682	721	219	821	180	337	331	385	419		567	153	259	237	283	264	69	44	225	158	
CHIPS																																	
	SUN.	8.00P	60	NBC	OP		19	215 212	A	17.5	30	1362	2347	747	316	828	335	502	439	310	267		744	310	490	432	333	207	257	97	518	340	
		8.00 - 8.30							B	19.2	29	1494	2252	710	288	793	327	514	433	331	225		734	306	504	441	347	176	246	97	479	319	
		8.30 - 9.00							A	16.1	29	1253	2392	744	318	837	346	504	445	295	275		732	321	496	429	320	193	261	99	562	356	
									A	18.9	31	1470	2301	744	313	817	325	497	435	319	260		748	299	483	430	338	217	256	97	480	324	
COUNTRY MUSIC AWARDS(S)																																	
	1 THU.	9.00P	122	NBC	AC		206	99	A	18.8	31	1463	1625	740	279	804	178	381	395	431	336		621	150^	356	363	346	216	95^	61^	105^	81^	
		9.00 - 9.30							A	17.1	28	1330	1746	765	282	817	173^	341	384	438	359		648	129^	353	368	372	245	130^	84^	151^	118^	
		9.30 - 10.00							A	18.6	29	1447	1643	757	293	820	168	370	380	439	361		613	133^	324	339	336	241	74^	56^	136^	100^	
		10.00 - 10.30							A	19.8	32	1540	1635	734	280	802	174	403	409	438	332		633	164	380	387	356	201	94^	54^	106^	85^	
		10.30 - 11.00							A	19.7	33	1533	1523	722	269	791	200	418	408	423	302		600	171	367	359	327	184	88^	55^	44^	30^	
DALLAS																																	
							23	206 204	A	22.6	39	1758	1819	788	287	886	344	548	469	379	289		567	225	345	298	235	184	108	71	258	167	
CONT'D																																	



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															



FOR EXPLANATION OF SYMBOLS, SEE PAGE A



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
NEWSBREAK-M-F-CONT'D																															
1	WED.	9.58P	1																												
1	FRI.	8.57P	2																												
2	M & W	8.57P	2																												
2	TUTHF	8.58P	1																												
NEWSBREAK-SAT.																															
1	SAT.	9.04P	1	CBS N		26	176	177	A	10.5	20	817	1994	639	247	760	303	501	400	321	204	710	242	437	389	378	207	305	130^	219	155
2	SAT.	9.10P	1			94	93		B	12.9	21	1004	1900	720	271	798	272	437	401	362	289	654	247	380	354	296	215	162	69	286	191
NEWSBREAK-SUN.																															
	SUN.	8.58P	1	CBS N		26	179	178	A	14.0	23	1089	1973	773	361	858	254	446	391	375	363	608	174	280	248	294	304	253	137	254	183
						95	94		B	20.5	30	1595	1888	789	320	881	266	455	404	406	356	625	187	313	289	292	263	177	99	205	147
NURSE																															
	THU.	10.00P	60	CBS GD		5	195	198	A	19.4	32	1509	1577	788	255	898	349	540	476	403	291	464	147	252	234	235	167	129	76^	86	61^
	10.00 - 10.30					99	99		B	18.2	31	1416	1560	797	256	902	321	521	468	423	311	469	157	273	248	233	160	105	66	84	65
	10.30 - 11.00								A	19.1	31	1486	1587	792	270	900	348	545	479	405	290	460	138	249	232	240	166	132	81	95	68^
									A	19.8	33	1540	1550	778	236	885	346	530	468	400	285	464	154	254	231	227	169	126	70^	75^	54^
ONE DAY AT A TIME																															
	SUN.	8.30P	30	CBS CS		20	197	197	A	15.3	25	1190	1939	774	365	865	264	437	376	363	376	636	185	291	258	294	319	184	103	254	158
						99	99		B	21.4	31	1665	1841	784	318	873	249	416	381	394	383	628	171	298	285	299	280	149	87	191	132
PALMERSTOWN																															
2	TUE.	8.00P	60	CBS GD		6	182		A	12.5	22	973	1649	803	225^	877	194^	315	323	320	462	562	84^	183^	245	242^	304	82^	27^	128^	87^
	8.00 - 8.30					97	97		B	13.8	22	1074	1824	778	269	895	211	375	360	376	430	611	153	263	281	274	284	114	63	204	127
									A	12.0	22	934	1641	821	233^	898	207^	325	316	312	473	545	81^	182^	235^	237^	292	87^	23^	111^	70^
8.30 - 9.00																															
									A	13.0	22	1011	1649	784	216^	854	183^	305	328	326	449	575	87^	183^	252	244	313	75^	29^	145^	103^
PARK PLACE																															
1	THU.	8.30P	30	CBS CS		3	193		A	12.4	21	965	1751	743	342	819	194^	392	395	452	366	613	214^	310	320	310	226^	50^	27^	269	201^
						99	99		B	15.2	26	1183	1597	723	260	821	182	354	332	397	408	521	138	235	238	273	240	56	28	199	130
PEOPLE VS JEAN HARRIS(S)																															
2	FRI.	9.00P	60	NBC GD		195			A	10.8	19	840	1644	750	212^	791	175^	273^	344	320	376	721	146^	282	306	357	338	55^	LT	77^	37^
	9.00 - 9.30					97	97		A	10.1	18	786	1625	776	200^	821	213^	299^	333	303	385	679	127^	250^	274^	333	338	31^	LT	94^	47^
	9.30 - 10.00								A	11.4	19	887	1663	734	224^	772	142^	252^	356	341	372	758	161^	309	334	378	341	75^	LT	58^	26^
PERRY COMO SPECIAL(S)																															
2	SUN.	8.00P	60	ABC GV		201			A	12.0	21	934	1870	817	328	907	212^	343	424	417	419	664	193^	326	267	310	290	131^	131^	168^	119^
	8.00 - 8.30					99	99		A	11.5	21	895	1804	791	333	880	207^	331	395	402	419	604	148^	271	245^	301	285	120^	120^	200^	128^
	8.30 - 9.00								A	12.5	21	973	1919	837	320	924	211^	347	451	429	416	714	235^	373	284	314	291	143^	143^	138^	109^
PINK AT FIRST SIGHT(S)																															
2	SUN.	7.30P	30	ABC EA		192			A	9.5	18	739	2307	744	314^	819	408	583	528	284^	183^	606	318^	461	330	185^	145^	123^	54^	759	433
						98	98																								
PRIVATE BENJAMIN																															
1	MON.	8.00P	30	CBS CS		3	187		A	17.8	33	1385	2101	740	314	853	296	479	420	412	324	672	225	395	320	365	237	259	133^	317	243
						97	97		B	21.9	36	1704	1971	700	315	808	280	465	439	368	284	606	225	373	321	292	194	213	105	344	236
PUFF THE MAGIC DRAGON(S)																															
1	TUE.	8.30P	30	CBS EA		191			A	16.2	27	1260	1875	582	300	707	392	523	412	227	143^	424	199	291	329	154^	95^	88^	23^	656	292
QUINCY, M.E.																															
	WED.	10.00P	60	NBC OP		21	207	211	A	17.6	30	1369	1719	779	314	856	364	552	498	363	222	585	248	392	334	251	172	150	54^	128	97
	10.00 - 10.30					99	99		B	18.2	30	1416	1688	772	292	831	309	507	467	382	252	611	233	381	341	271	193	154	78	92	74
	10.30 - 11.00								A	17.4	29	1354	1775	789	317	870	375	567	505	364	224	582	243	396	332	252	170	158	57^	165	124
									A	17.8	30	1385	1649	769	309	840	353	535	487	360	221	583	250	387	336	248	171	137	48^	89	69^
REAL PEOPLE																															
	WED.	8.00P	60	NBC PV		31	210	215	A	17.3	29	1346	1839	786	262	857	213	364	349	372	420	672	197	324	252	287	311	149	89^	161	110
	CONT'D					99	99		B	21.3	33	1657	1846	734	272	805	223	386	364	373	340	685	200	349	328	323	277	155	67	201	132



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1ST MAY 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																														
REAL PEOPLE-CONT'D																														
		8.00 -	8.30					A	16.4	29	1276	1832	775	249	846	196	341	346	368	427	676	191	319	251	297	317	149	83^	161	109
		8.30 -	9.00					A	18.3	30	1424	1825	788	270	857	228	383	351	370	406	661	203	325	248	272	303	147	92	160	109
RIPLEY'S BELIEVE IT-NOT(S)					204			A	19.5	33	1517	1971	719	341	808	306	505	460	390	220	723	307	475	406	331	191	186	77^	254	177
1 SUN. 8.00P 60 ABC U					99			A	18.6	33	1447	1925	716	332	800	288	492	456	397	223	699	291	455	396	323	187	180	76^	246	171
		8.00 -	8.30					A	20.4	33	1587	2005	721	348	812	320	513	463	383	217	744	323	493	415	333	195	189	77^	260	184
60 MINUTES					32	203	204	A	21.7	42	1688	1714	761	310	818	180	348	370	388	398	787	205	368	368	376	352	62^	12v	47^	25^
SUN. 7.00P 60 CBS DN					99	99		B	26.7	42	2077	1755	750	294	823	204	363	358	388	384	765	216	377	367	370	316	85	39	82	56
		7.00 -	7.30					A	20.9	42	1626	1689	751	290	803	176	340	362	378	392	781	210	368	368	370	345	62^	17v	43^	21^
		7.30 -	8.00					A	22.5	42	1751	1730	766	326	827	184	353	376	393	399	787	200	365	368	379	355	63^	7v	53^	29^
SIXTY YEARS OF SEDUCTION(S)					200			A	12.9	20	1004	1469	663	333	733	276	398	366	343	257	585	242	357	285	274	174^	93^	62^	58v	52v
2 MON. 9.00P 120 ABC GV					99			A	13.5	20	1050	1498	705	352	758	268	422	408	405	250	589	234	343	280	289	182^	68^	38v	83^	76^
		9.00 -	9.30					A	14.2	21	1105	1518	687	335	741	296	421	360	330	244	612	282	361	276	255	180^	87^	64^	78^	63^
		9.30 -	10.00					A	12.4	19	965	1404	617	307	704	263	357	344	313	270	563	209^	352	300	286	169^	100^	72^	37v	37v
		10.00 -	10.30					A	11.6	19	902	1418	632	333	725	281	389	345	311	268	556	236^	363	279	252^	159^	112^	74^	25v	25v
TAKE ONE(S)					198			A	14.1	26	1097	1671	828	366	913	248	395	379	386	438	555	147^	254	234	274	264	85^	42v	118^	85^
1 FRI. 8.30P 30 NBC CV					98																									
TAXI					13	200	201	A	16.9	27	1315	1635	707	327	763	349	546	448	326	160	616	311	420	348	248	132	158	86^	98	50^
	THU.	9.30P	30	ABC	CS	99	99	B	17.2	27	1338	1676	701	310	755	327	513	451	330	173	622	302	426	367	246	146	167	94	132	88
THAT'S INCREDIBLE					28	196	203	A	15.3	26	1190	1676	672	245	701	223	389	354	340	258	608	189	295	260	290	271	116	49^	251	207
MON. 8.00P 60 ABC PV					96	99		B	20.1	30	1564	1906	664	273	719	252	425	393	343	227	716	267	425	384	325	226	170	69	301	211
		8.00 -	8.30					A	14.5	26	1128	1651	679	246	715	211	384	353	358	271	604	190	282	243	287	277	113	42^	219	175
		8.30 -	9.00					A	16.3	27	1268	1671	655	237	677	233	386	349	319	241	602	184	299	268	291	264	117	52^	275	235
THOSE AMAZING ANIMALS					25	191		A	9.7	19	755	1922	777	290^	840	315	453	419	331	306^	669	221^	348	352	341	265^	123^	91^	290^	163^
1 SUN. 7.00P 60 ABC PV					96			B	13.5	21	1050	2103	724	274	801	286	469	421	349	265	694	254	414	389	328	219	203	106	405	260
		7.00 -	7.30					A	8.8	18	685	2020	847	305^	915	337^	505	493	360	319^	652	204^	345^	358	337^	246^	136^	120^	317^	171^
		7.30 -	8.00					A	10.5	20	817	1846	723	277^	779	297	410	359	305	297	687	238^	351	344	344	286^	113^	69v	267^	155^
THREE'S COMPANY					23	206	208	A	18.8	30	1463	1772	763	322	843	334	501	415	341	273	526	221	315	245	223	168	159	102	244	171
1 TUE. 9.30P 30 ABC CS					99	99		B	22.1	33	1719	1842	725	310	801	331	508	429	343	236	584	247	369	319	247	169	203	113	254	176
2 TUE. 9.00P 30																														
TOO CLOSE FOR COMFORT					20		208	A	19.3	30	1502	1724	836	348	905	387	556	446	328	290	512	237	322	229	240	149^	151^	113^	156^	99^
2 TUE. 9.30P 30 ABC CS					99			B	20.8	31	1618	1746	728	304	801	319	504	432	355	237	583	246	369	323	248	169	191	109	171	118
TRAPPER JOHN, M.D.					19	194	194	A	18.0	30	1400	1642	826	363	874	279	509	484	409	301	552	189	294	272	256	214	138	99	78^	68^
SUN. 10.00P 60 CBS GD					99	99		B	20.4	33	1587	1661	802	320	872	274	466	435	395	333	558	174	287	269	260	226	150	89	81	59
		10.00 -	10.30					A	17.8	29	1385	1660	823	367	875	273	512	483	420	300	538	178	276	261	255	216	158	103	89	68^
		10.30 -	11.00					A	18.1	31	1408	1625	830	358	875	285	507	487	401	303	564	199	312	286	258	209	118	96	68^	68^
20/20					27	200	200	A	16.9	28	1315	1636	730	315	792	322	522	453	350	198	711	305	463	420	311	184	98	43^	35^	19v
	THU.	10.00P	60	ABC	DN	99	99	B	17.2	29	1338	1623	713	261	775	289	482	429	361	229	687	275	434	385	310	201	108	52	53	38
		10.00 -	10.30					A	17.4	28	1354	1625	720	316	778	315	515	445	346	193	705	312	462	419	298	182	103	51^	39^	21v
		10.30 -	11.00					A	16.4	28	1276	1639	735	310	801	329	526	460	349	200	713	298	460	421	321	184	93^	35^	32^	16v
TWO OF US					3	184		A	17.3	30	1346	1960	728	338	821	284	486	432	423	276	604	180	347	312	353	218	236	85^	299	213
1 MON. 8.30P 30 CBS CS					97			B	20.3	32	1579	1885	709	312	801	279	468	432	375	273	598	226	377	336	296	181	204	104	282	218

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1ST MAY 1981 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL		18-34	WOMEN			18-49	25-54	35-64	55+	TOTAL	18-34	MEN			18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																																				
VEGA\$															A 15.6	26	1214	1766	800	304	860	333	533	452	398	262	648	261	410	308	295	194	195	114	63^	44^
WED. 10.00P 60 ABC PD															B 15.4	26	1198	1738	733	315	820	346	520	431	346	233	644	279	396	323	270	198	182	103	92	66^
10.00 - 10.30															A 15.5	26	1206	1740	792	302	849	327	524	442	399	262	617	245	384	296	287	189	194	115	80^	55^
10.30 - 11.00															A 15.8	27	1229	1770	800	301	860	338	538	458	389	255	666	271	427	319	299	193	197	112	47^	30^
WALKING TALL															A 11.6	21	902	1779	709	242	747	229	405	363	366	281	752	217	363	390	402	288	106^	33^	174	103^
SAT. 10.00P 60 NBC OP															B 12.1	22	941	1834	716	268	763	213	415	392	398	284	742	231	377	372	390	271	153	57	176	104
10.00 - 10.30															A 10.5	19	817	1789	704	229	743	237	416	365	336	270	737	213	349	376	383	291	100^	34^	209	121^
10.30 - 11.00															A 12.7	24	988	1756	706	250	745	223	397	361	387	285	759	218	371	397	416	285	107^	30^	145	89^
WALTONS															A 13.9	25	1081	1861	896	332	930	210^	385	359	363	495	693	196^	313	292	314	330	75^	64^	163^	87^
2 THU. 8.00P 60 CBS GD															B 13.9	25	1081	1861	896	332	930	210	385	359	363	495	693	196	313	292	314	330	75	64	163	87
8.00 - 8.30															A 12.6	23	980	1843	898	326	933	199^	372	357	358	511	695	190^	313	289	326	336	63^	63^	152^	73^
8.30 - 9.00															A 15.3	26	1190	1858	888	333	921	217	392	357	362	479	682	199^	308	290	301	322	83^	64^	172^	98^
WKRP IN CINCINNATI															A 10.0	21	778	2134	763	350	805	275	469	388	348	291	648	237	388	359	283	232	265	152^	416	273
SAT. 8.00P 30 CBS CS															B 16.3	28	1268	1914	729	286	798	289	448	406	350	281	656	254	396	379	299	201	173	75	287	181
*LATE FRINGE																																				
ABC NEWS:NIGHTLINE															A 7.2	21	560	1370	610	221	653	195	352	364	373	218	640	202	335	297	309	241	61^	27^	16^	13^
1 M & W 11.30P 30 ABC N															B 7.7	24	599	1376	596	207	644	181	340	344	359	231	669	226	371	347	336	227	51	18	12	LT
1 TUE. 11.32P 30																																				
2 M-F 11.30P 30																																				
ABC NEWS:NIGHTLINE-FRI(B)															A 3.7	15	288	927	334^	42^	334^	90^	135^	135^	129^	199^	389^	122^	201^	222^	149^	118^	100^	21^	104^	104^
1 FRI. 12.40A 30 ABC N															A 7.3	15	568	1602	579	438	780	355	507	380	337	202^	649	232	393	353	322	184^	47^	25^	126^	104^
ABC WEEKEND REPORT SAT.															B 8.0	17	622	1495	636	269	705	263	441	400	351	207	600	228	371	329	290	183	107	56	83	67
SAT. 11.00P 15 ABC N															A 4.2	10	327	1413	569	126^	605	190^	263^	315^	321^	210^	783	402	591	455	333^	150^	LT	LT	25^	LT
ABC WEEKEND REPORT-SUN.															B 5.3	13	412	1444	614	240	659	234	402	379	357	179	672	282	432	399	320	172	82	35	31	25
SUN. 11.15P 15 ABC N															A 7.0	14	545	1321	647	309	678	216^	348	339	301	300	594	163^	328	315	307	239	49^	LT	LT	LT
CBS SUNDAY NEWS-BRADLEY															B 8.1	17	630	1468	717	250	788	214	383	380	413	329	593	183	306	280	302	244	60	33	27	16
SUN. 11.00P 15 CBS N															A 3.9	18	303	1099	682	273^	729	313^	396^	352^	343^	228^	212^	89^	89^	19^	63^	123^	158^	142^	LT	LT
CHARLIE'S ANGELS-12.00															B 4.1	19	319	1064	486	176	536	218	297	271	261	169	430	157	251	224	209	150	86	57	LT	LT
1 THU. 12.00M 67 ABC PD															A 4.1	17	319	1257	752	320^	809	394	461	323^	352^	241^	266^	99^	99^	31^	69^	167^	182^	163^	LT	LT
2 THU. 12.00M 68															A 3.9	20	303	1056	670	245^	716	281^	370^	386^	337^	250^	175^	79^	79^	LT	66^	96^	165^	148^	LT	LT
12.00 - 12.30															A 2.9	14	226	1062	425^	275^	509^	248^	297^	279^	177^	137^	438^	200^	257^	94^	141^	181^	115^	84^	LT	LT
12.30 - 1.00															B 3.5	17	272	1158	490	241	548	222	364	329	274	115	539	278	407	258	208	108	65	38	LT	LT
FANTASY ISLAND-12.00															A 3.3	13	257	1202	517	307^	571	214^	296^	311^	245^	178^	498	214^	253^	109^	159^	245^	133^	86^	LT	LT
1 MON. 12.00M 68 ABC A															A 2.8	15	218	1023	368^	271^	510^	322^	345^	288^	138^	111^	399^	179^	252^	73^	138^	147^	114^	82^	LT	LT
2 MON. 12.00M 70															A 5.4	21	420	1517	402^	162^	486^	227^	339^	272^	219^	80^	569	317^	452^	302^	214^	45^	376^	223^	86^	86^
12.00 - 12.30															B 6.3	24	490	1361	462	242	522	263	373	309	204	85	595	344	503	369	231	47	181	86	63	62
12.30 - 1.00															A 6.3	21	490	1486	450^	166^	511	237^	364^	294^	232^	88^	538	284^	421^	291^	223^	46^	323^	212^	114^	114^
FRIDAYS															A 4.8	20	373	1552	327^	148^	442^	216^	316^	235^	189^	67^	606^	356^	495^	318^	214^	36^	432^	235^	72^	72^
FRIDAYS PART 2															A 4.2	21	327	1581	486^	315^	547^	235^	351^	311^	260^	92^	667^	409^	556^	271^	176^	82^	355^	211^	LT	LT
2 FRI. 1.11A 9 ABC GV															B 4.2	21	327	1581	486	315	547	235	351	311	260	92	667	409	556	271	176	82	355	211	LT	LT



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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																								
LATE FRINGE CONT'D																															
KENTUCKY DERBY SPECIAL(S) 188																															
1	FRI.	11.30P	70	ABC	SC	98		A	5.5	16	428	1168	390	154	455	201	231	185	196	170	481	147	341	341	231	133	160	31	72	63	
		11.30 - 12.00						A	6.6	18	513	1384	501	166	554	234	277	256	277	173	530	181	368	368	248	162	212	35	88	70	
		12.00 - 12.30						A	4.9	16	381	927	263	161	360	187	205	108	110	155	397	98	303	303	205	94	112	29	58	58	
LATE MOVIE I 134 160 158																															
MON.		11.30P	71	CBS	FF	89	89	A	6.9	25	537	1341	614	260	667	254	463	450	343	140	590	255	410	356	270	140	78	31	LT	LT	
1	TUE.	12.02A	75					B	6.3	22	490	1353	621	266	703	278	463	421	353	163	551	226	380	345	282	125	78	38	21	16	
1	THU.	11.30P	67																												
2	WED.	11.30P	74																												
2	FRI.	11.30P	75																												
		11.30 - 12.00						A	7.9	23	615	1398	655	278	708	251	476	481	379	162	597	242	393	331	266	165	85	42	8	LT	
		12.00 - 12.30						A	6.7	26	521	1336	610	269	656	255	462	446	338	124	585	257	406	370	280	125	87	27	LT	LT	
		12.30 - 1.00						A	5.5	28	428	1248	529	185	587	173	350	435	327	152	661	282	499	445	318	162	LT	LT	LT	LT	
LATE MOVIE II 127 161 157																															
1	MON.	12.41A	38	CBS	FF	89	88	A	4.8	28	373	1231	554	249	614	266	450	375	284	121	544	263	405	365	251	91	70	29	LT	LT	
1	TUE.	1.17A	46					B	4.4	26	342	1280	572	228	632	267	433	380	317	124	554	236	406	364	288	99	80	39	LT	LT	
1	THU.	12.37A	41																												
2	MON.	12.41A	37																												
2	WED.	12.44A	39																												
2	FRI.	12.45A	48																												
		12.30 - 1.00						A	4.2	24	327	1153	417	151	472	156	291	330	251	142	529	296	372	300	181	157	125	30	27	LT	
		1.00 - 1.30						A	4.6	25	358	1372	665	274	701	301	601	418	400	65	592	278	480	514	314	20	79	4	LT	LT	
		1.30 - 2.00						A	4.9	37	381	811	289	113	383	224	224	224	51	159	428	111	318	247	288	110	LT	LT	LT	LT	
LOVE BOAT-12.00 17 178 178																															
WED.		12.00M	68	ABC	CS	96	96	A	4.8	22	373	1166	394	121	474	168	275	253	241	10	622	340	466	326	213	129	70	19	LT	LT	
		12.00 - 12.30						B	4.8	23	373	1258	494	205	579	230	357	309	273	100	587	266	406	312	258	137	84	52	LT	LT	
		12.30 - 1.00						A	4.8	19	373	1257	430	145	510	186	282	279	254	169	673	367	496	319	239	148	74	18	LT	LT	
								A	4.8	24	373	1174	375	115	455	160	280	241	233	156	651	380	508	376	199	120	68	22	LT	LT	
MIDNIGHT SPECIAL 29 187																															
1	FRI.	12.30A	90	NBC	PC	93		A	3.1	14	241	1149	610	265	676	298	498	361	299	133	410	245	311	357	137	28	LT	LT	63	LT	
		12.30 - 1.00						B	3.5	17	272	1144	395	182	450	194	299	263	204	110	483	243	375	290	198	89	183	89	28	25	
		1.00 - 1.30						A	4.3	16	335	1391	788	445	860	391	624	393	358	195	531	319	387	445	176	36	LT	LT	LT	LT	
		1.30 - 2.00						A	3.0	14	233	1562	747	193	863	364	644	550	408	142	501	295	398	467	172	34	LT	LT	198	LT	
								A	2.0	11	156	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
NBA CHAMPIONSHIP GAME 1(S) 191																															
2	TUE.	11.30P	142	CBS	SE	98		A	5.8	26	451	1463	478	198	520	176	426	396	335	46	888	454	682	498	363	136	55	LT	LT	LT	LT
		11.30 - 12.00						A	8.6	25	669	1401	496	169	559	195	409	411	338	66	752	367	513	353	306	170	90	17	LT	LT	
		12.00 - 12.30						A	6.3	24	490	1561	476	195	519	174	466	432	345	19	961	468	746	553	401	149	81	LT	LT	LT	LT
		12.30 - 1.00						A	5.1	26	397	1469	481	217	516	181	443	385	335	35	904	430	750	582	423	86	49	LT	LT	LT	LT
		1.00 - 1.30						A	4.3	28	335	1430	454	218	492	164	424	368	328	41	938	525	753	546	359	111	LT	LT	LT	LT	
		1.30 - 2.00						A	4.2	33	327	1505	478	242	478	153	401	361	325	50	1027	596	809	587	370	135	LT	LT	LT	LT	
NBA CHAMPIONSHIP GAME 2(S) 189																															
2	THU.	11.30P	153	CBS	SE	98		A	5.2	25	405	1173	356	132	356	97	274	306	237	42	817	467	718	503	328	75	LT	LT	LT	LT	
		11.30 - 12.00						A	8.1	25	630	1273	497	140	497	195	348	366	254	106	776	388	619	510	344	118	LT	LT	LT	LT	
		12.00 - 12.30						A	6.2	24	482	1085	258	90	258	42	158	224	182	34	827	503	698	473	324	72	LT	LT	LT	LT	
		12.30 - 1.00						A	4.6	23	358	1215	268	81	268	72	212	268	196	LT	947	533	903	590	414	44	LT	LT	LT	LT	
		1.00 - 1.30						A	3.7	25	288	1236	354	202	354	55	337	337	299	17	882	514	785	503	313	97	LT	LT	LT	LT	
		1.30 - 2.00						A	3.6	31	280	1107	350	193	350	50	350	350	300	LT	757	503	757	489	254	LT	LT	LT	LT	LT	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FFM.	CHILDREN (2-11) TOTAL 6-11										
											AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+										
LATE FRINGE CONT'D																																				
NBA ON CBS-WED.(S)										A	5.8	29	451	1492	546	202^	569	191^	236^	182^	227^	293^	784	417^	597	409^	305^	182^	131^	12^						
1	WED.	11.30P	157	CBS	SE			178	95																		LT	LT								
		11.30 - 12.00								A	7.1	21	552	1578	588	198^	635	172^	311^	258^	294^	276^	755	347^	544	440	330^	192^	188^	30^						
		12.00 - 12.30								A	6.2	26	482	1651	604	201^	604	208^	267^	221^	267^	289^	842	467^	673	472^	325^	169^	176^	29^						
		12.30 - 1.00								A	5.1	27	397	1461	512^	192^	512^	196^	196^	139^	224^	285^	794	429^	615	383^	304^	179^	155^	LT						
		1.00 - 1.30								A	5.2	35	405	1412	489^	190^	489^	176^	176^	128^	179^	277^	873	541^	696	363^	287^	177^	31^	LT						
		1.30 - 2.00								A	5.3	47	412	1345	572^	252^	572^	212^	212^	162^	176^	315^	683	331^	498^	375^	293^	185^	90^	LT						
NBA ON CBS-FRI.(S)										A	6.6	25	513	1620	406^	198^	429^	197^	293^	215^	188^	130^	1063	656	912	564	366^	135^	124^	30^						
1	FRI.	11.30P	156	CBS	SE			174	93																		LT	LT								
		11.30 - 12.00								A	8.8	24	685	1704	614	307^	706	246^	481	383	381	200^	875	487	693	426	319^	146^	106^	48^						
		12.00 - 12.30								A	6.7	21	521	1647	473	229^	473	198^	356^	262^	250^	117^	1049	639	900	559	371^	121^	125^	43^						
		12.30 - 1.00								A	6.1	23	475	1659	360^	154^	360^	204^	225^	127^	117^	135^	1171	767	1029	569	366^	142^	128^	44^						
		1.00 - 1.30								A	6.1	29	475	1558	273^	116^	273^	175^	175^	114^	59^	98^	1154	715	1021	644	413^	133^	131^	LT						
		1.30 - 2.00								A	5.9	33	459	1516	226^	124^	226^	146^	146^	99^	47^	80^	1144	722	1023	674	398^	121^	146^	LT						
NBC LATE NIGHT MOVIE										A	2.4	10	187	1043	450^	118^	450^	246^	273^	277^	134^	113^	391^	209^	247^	151^	128^	144^	202^	112^						
1	SUN.	11.30P	93	NBC	FF			24	71	B	2.1	9	163	783	296	99	323	148	191	171	137	101	374	178	266	216	165	83	68	33						
2	SUN.	11.30P	115					47	47																			LT	LT							
		11.30 - 12.00								A	2.7	8	210	1262	505^	158^	524^	252^	333^	290^	206^	138^	504^	256^	361^	248^	185^	143^	234^	109^						
		12.00 - 12.30								A	2.6	11	202	1079	515^	134^	515^	331^	331^	306^	109^	115^	376^	218^	222^	118^	88^	154^	188^	119^						
		12.30 - 1.00								A	2.2	12	171	1129	456^	99^	456^	217^	217^	316^	140^	140^	427^	228^	228^	117^	152^	199^	246^	146^						
		1.00 - 1.30								A	1.6	12	124	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
SATURDAY NIGHT																																				
1	SAT.	11.30P	81	NBC	GV			29	211	A	9.0	28	700	1630	579	353	648	366	503	303	255	130^	684	424	556	416	234	66^	184	84^						
2	SAT.	11.30P	85					99	99	B	9.7	29	755	1557	513	253	581	307	442	335	229	104	641	384	520	411	229	73	262	128						
		11.30 - 12.00								A	9.5	26	739	1702	628	372	714	382	530	329	289	162^	711	376	516	441	293	105^	170	80^						
		12.00 - 12.30								A	9.2	29	716	1603	565	352	622	362	487	302	234	122^	670	449	573	399	205	54^	186	81^						
		12.30 - 1.00								A	8.1	29	630	1571	537	336	594	351	478	272	227	100^	672	454	587	402	203	36^	200	96^						
TOMORROW COAST TO COAST-1										A	3.7	19	288	1160	583	146^	635	247	327	313	264	228	463	178^	272	181^	181^	181^	59^	24^						
1	M-W	12.30A	30	NBC	CC			98	98	B	3.8	20	296	1139	528	191	594	186	301	287	278	228	481	195	304	254	208	144	59	23						
1	THU.	12.32A	30																									LT	LT							
2	M-TH	12.30A	30																									LT	LT							
TOMORROW COAST TO COAST-2										A	2.5	19	195	959	471	112^	523	241^	308	267^	200^	179^	395	169^	252^	164^	129^	143^	41^	LT						
1	MON.	1.00A	55	NBC	CC			98	98	B	2.5	19	195	1004	421	132	483	151	242	229	221	194	476	212	332	278	197	115	43	LT						
	TUE.	1.00A	56																									LT	LT							
	1 WED.	1.00A	54																									LT	LT							
	1 THU.	1.02A	55																									LT	LT							
	2 MON.	1.00A	48																									LT	LT							
	2 WED.	1.00A	57																									LT	LT							
	2 THU.	1.00A	55																									LT	LT							
		1.00 - 1.30								A	2.7	18	210	1010	496	133^	562	247^	319	286	219^	191^	410	176^	258^	163^	133^	152^	38^	LT						
		1.30 - 2.00								A	2.2	19	171	906	444	94^	491	239^	293^	252^	176^	181^	362	158^	228^	146^	105^	134^	53^	LT						
TONIGHT SHOW										A	6.9	23	537	1302	639	222	711	237	351	328	320	284	506	212	302	225	190	178	58^	28^						
1	MTUWF	11.30P	60	NBC	GV			147	211	B	7.4	24	576	1344	618	234	664	209	354	332	321	247	579	219	341	300	263	189	84	35						
1	THU.	11.32P	60																									LT	LT							
2	M-F	11.30P	60																									LT	LT							
		11.30 - 12.00								A	7.8	23	607	1356	652	222	735	245	360	327	325	300	524	225	308	237	193	186	64^	28^						
		12.00 - 12.30								A	6.1	23	475	1204	610	213	669	220	332	322	308	263	467	185	280	203	183	166	53^	32^						



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK. OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																	
CARD SHARKS																																	
M-F 12.00N 30 NBC QG 146 139 139																																	
A 2.8 13 218 1394 881 192 941 248 316 303 321 546 298 59 105 96 170 188 142 69																																	
B 3.1 12 241 1345 807 162 851 181 349 333 362 450 321 59 105 96 149 202 67 35 106 59																																	
DAYS OF OUR LIVES																																	
M-F 1.00P 60 NBC DD 146 207 207																																	
A 5.6 22 436 1328 939 205 1031 335 523 465 409 460 211 73 110 85 94 95 31 11 55 17																																	
B 5.7 21 443 1294 851 162 933 290 461 400 372 424 265 49 79 65 106 170 47 29 49 21																																	
1.00 - 1.30																																	
A 5.5 22 428 1322 924 208 1018 329 506 451 393 467 222 76 115 88 97 103 28 17 54 14																																	
1.30 - 2.00																																	
A 5.8 23 451 1293 927 198 1011 328 518 462 410 444 194 70 101 75 88 85 33 11 55 18																																	
DOCTORS																																	
M-F 12.30P 30 NBC DD 145 185 185																																	
A 3.8 17 296 1277 971 206 1018 302 450 425 378 494 202 68 78 78 91 114 48 20																																	
B 3.8 15 296 1255 831 180 884 267 426 392 359 399 257 55 75 66 128 164 58 41 56 30																																	
EDGE OF NIGHT																																	
M-F 4.00P 30 ABC DD 138 156 156																																	
A 4.3 15 335 1358 728 113 830 341 550 468 334 233 284 132 171 78 84 104 133 131 111 44																																	
B 4.9 15 381 1393 751 233 846 365 558 464 337 226 288 122 163 113 106 115 127 113 132 72																																	
FAMILY FEUD																																	
M-F 12.00N 30 ABC QP 147 181 182																																	
A 5.8 26 451 1186 694 219 814 306 449 390 352 294 246 69 123 107 110 118 64 37 62 29																																	
B 6.3 25 490 1355 737 175 824 337 495 404 355 268 309 116 162 133 120 131 84 61 138 63																																	
FESTIVAL OF LIVELY ARTS(S)																																	
2 TUE. 4.00P 30 CBS CL 167 86																																	
A 4.7 17 366 1511 883 183 883 244 488 546 444 296 196 37 58 21 88 138 156 41 276 154																																	
GENERAL HOSPITAL																																	
M-F 3.00P 60 ABC DD 142 200 200																																	
A 10.1 35 786 1310 735 150 875 488 674 507 289 159 194 97 125 65 50 67 142 118																																	
B 11.3 36 879 1364 762 176 857 456 628 465 300 176 201 92 122 78 64 71 166 138 99 57																																	
3.00 - 3.30																																	
A 9.5 35 739 1281 750 149 893 497 690 513 294 163 193 95 120 63 47 70 117 102 140 85																																	
3.30 - 4.00																																	
A 10.7 36 832 1323 719 150 854 475 655 497 284 158 192 98 127 69 52 62 117 102 78 35																																	
GOOD MORNING, AMERICA-730																																	
M-F 7.30A 30 ABC N 148 202 203																																	
A 4.5 26 350 1254 685 266 760 223 398 411 394 271 339 91 183 143 163 150 71 28 84 68																																	
B 5.0 27 389 1329 724 240 775 223 404 403 392 283 394 117 179 157 169 177 57 15 103 67																																	
GOOD MORNING, AMERICA-830																																	
M-F 8.30A 30 ABC N 149 201 201																																	
A 5.3 28 412 1148 758 245 799 228 359 376 376 362 281 68 136 109 137 135 21 12 47 34																																	
B 6.0 29 467 1208 753 194 788 221 366 380 385 342 339 91 140 139 148 168 24 11 57 28																																	
GUIDING LIGHT																																	
M-F 3.00P 60 CBS DD 144 195 195																																	
A 7.4 26 576 1260 879 170 962 230 456 450 470 415 171 42 70 54 67 95 52 38 75 52																																	
B 8.1 26 630 1329 817 173 936 222 424 427 453 420 228 60 92 77 91 123 80 67 85 42																																	
3.00 - 3.30																																	
A 7.4 27 576 1227 885 170 965 232 460 454 475 418 156 34 62 47 60 91 37 31 69 49																																	
3.30 - 4.00																																	
A 7.4 25 576 1267 868 166 949 220 446 441 462 410 178 46 74 57 70 99 63 44 77 53																																	
JEFFERSONS																																	
M-F 10.00A 30 CBS CS 137 153 154																																	
A 3.8 20 296 1122 588 84 635 222 388 341 254 193 210 71 94 60 85 106 61 44 216 44																																	
1 M-F 10.00A 30 88 88																																	
B 5.1 25 397 1437 646 180 723 322 480 375 282 195 278 118 162 135 122 96 117 59 319 136																																	
2 MTUWF 10.00A 30																																	
LAS VEGAS GAMBIT																																	
M-F 10.00A 30 NBC QG 126 134 133																																	
A 3.0 16 233 1481 781 180 884 206 326 283 348 498 360 99 146 111 172 197 69 42 168 47																																	
B 3.2 15 249 1460 816 145 891 210 365 324 351 471 418 91 151 156 181 237 42 109 51																																	
LOVE BOAT DAYTIME																																	
M-F 11.00A 60 ABC CS 149 192 192																																	
A 4.9 26 381 1184 689 165 744 337 500 405 273 205 233 107 162 105 87 68 94 70 113 27																																	
B 5.6 25 436 1359 669 184 731 353 509 393 279 182 262 141 180 113 88 65 137 96 229 104																																	
11.00 - 11.30																																	
A 4.7 25 366 1158 680 158 724 310 470 394 277 215 235 112 163 107 87 68 87 65 112 27																																	
11.30 - 12.00																																	
A 5.2 26 405 1151 672 160 732 349 510 399 254 187 218 99 151 96 80 65 90 66 111 23																																	
MAGAZINE(S)																																	
2 THU. 10.00A 60 CBS DN 176 93																																	
A 3.1 16 241 1170 825 74 850 402 564 452 224 224 212 133 133 LT LT 79 LT LT 108 LT																																	
10.00 - 10.30																																	
A 3.4 18 265 1064 709 68 709 257 415 400 203 249 227 144 144 LT LT 83 LT LT 128 LT																																	
10.30 - 11.00																																	
A 2.8 14 218 1266 944 81 999 569 725 500 238 192 189 121 121 LT LT 68 LT LT 78 LT																																	
MORNING-CHARLES KURALT																																	
M-F 7.00A 60 CBS N 53 186 185																																	
A 2.8 18 218 1179 523 256 615 69 244 244 394 330 444 110 252 261 274 165 LT LT 106 50																																	
B 3.1 18 241 1285 568 269 642 102 236 288 383 318 502 111 232 229 303 216 34 LT 107 30																																	
7.00 - 7.30																																	
A 2.6 19 202 1104 549 307 659 75 293 287 445 322 337 40 184 179 262 143 LT LT 99 69																																	
7.30 - 8.00																																	
A 3.0 17 233 1227 503 202 584 64 201 206 352 343 532 163 309 335 292 180 LT LT 103 30																																	

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KEY: A=CURRENT REPORT B=SEASON AVERAGE



PROGRAM NAME																T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
													TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKDAY DAYTIME CONT'D																																									
NEWSBREAK-11.57						145	163	163	A	5.5	27	428	1297	668	121^	793	250	365	311	281	342	346	100^	158	119^	142	183	39^	25v	119^	22v										
M-F 11.57A						2	CBS	N	88	88	B	6.4	28	498	1401	726	168	845	261	411	357	339	367	359	93	144	127	141	195	45	27	152	50								
NEWSBREAK-3.57						144	176	176	A	5.5	18	428	1255	857	140	946	220	428	421	441	420	176	49^	78^	58^	59^	97^	61^	42^	72^	51^										
M-F 3.57P						2	CBS	N	94	94	B	6.7	21	521	1345	813	165	935	231	417	417	444	416	230	59	96	78	90	124	93	76	87	48								
ONE DAY AT A TIME-M-F						129	130	130	A	3.8	13	296	1402	689	125^	750	297	433	324	287	271	216	51v	91^	91^	122^	87^	212	162^	224	135^										
1 M-F 4.00P						30	CBS	CS	75	75	B	4.4	14	342	1509	695	177	783	281	445	374	365	279	279	84	130	121	123	119	200	130	247	144								
2 MWTHF 4.00P						30																																			
ONE LIFE TO LIVE						143	199	199	A	7.7	30	599	1194	786	127	875	463	668	523	312	161	214	105	129	68^	47^	79^	70^	58^	35^	LT										
M-F 2.00P						60	ABC	DD	99	99	B	8.9	32	692	1288	818	181	902	481	670	515	319	170	201	90	128	85	56	68	94	80	91	34								
2.00 - 2.30									A	7.4	29	576	1179	780	128	866	456	668	522	311	158	216	107	131	72^	48^	78^	69^	61^	28^	LT										
2.30 - 3.00									A	8.0	31	622	1190	788	121	878	466	667	524	312	163	207	101	122	63^	43^	78^	66^	53^	39^	8v										
PASSWORD PLUS						146	189	189	A	4.1	21	319	1279	919	260	948	229	399	445	436	440	254	57^	89^	88^	122^	150^	14v	LT	63^	29v										
M-F 11.30A						30	NBC	QG	93	93	B	4.4	19	342	1255	783	141	827	169	335	356	395	407	328	77	109	122	129	185	42	21	58	31								
PRICE IS RIGHT 1						146	191	190	A	5.2	28	405	1323	596	150	744	240	326	257	254	339	371	100^	146	102^	133^	212	50^	24v	158	35v										
M-F 11.00A						30	CBS	AP	96	96	B	6.4	30	498	1418	705	167	822	271	401	335	316	364	362	93	145	122	139	200	53	26	181	55								
PRICE IS RIGHT 2						146	190	189	A	6.5	33	506	1314	668	154	802	252	358	276	278	368	365	80^	132	95^	145	222	34^	20v	113^	24v										
M-F 11.30A						30	CBS	AP	96	96	B	7.3	32	568	1414	732	162	846	260	402	337	335	382	371	87	139	122	147	212	45	26	152	50								
RYAN'S HOPE						147	186	186	A	6.0	26	467	1218	777	177	863	430	614	520	339	165	246	83^	153	104^	109^	88^	51^	32v	58^	LT										
M-F 12.30P						30	ABC	DD	96	96	B	6.6	26	513	1329	786	210	880	431	622	489	342	189	255	108	168	122	101	77	93	71	101	55								
SEARCH FOR TOMORROW						145	186	186	A	5.8	25	451	1295	824	181	907	262	433	401	339	399	297	66^	119^	105^	130^	166	31v	26v	60^	18v										
M-F 12.30P						30	CBS	DD	96	96	B	6.3	25	490	1325	771	182	884	240	408	412	379	400	298	65	103	95	124	176	43	32	100	29								
TEXAS						146	192	192	A	4.7	16	366	1314	899	248	979	321	509	470	403	372	216	71^	89^	79^	114^	96^	70^	32v	49^	27v										
M-F 3.00P						60	NBC	DD	93	93	B	4.7	15	366	1266	768	193	859	259	447	410	373	352	240	59	84	63	97	140	73	52	94	58								
3.00 - 3.30									A	4.5	16	350	1314	934	246	1014	334	531	492	423	383	212	69^	86^	73^	111^	97^	57^	23v	31v	18v										
3.30 - 4.00									A	4.8	16	373	1319	889	243	958	306	491	458	397	368	218	70^	91^	86^	115^	96^	79^	40v	64^	38v										
TODAY SHOW-7.30AM						150	215	215	A	4.6	26	358	1416	748	196	785	114^	257	245	448	470	553	157^	232	190	181	304	33v	LT	45^	39v										
M-F 7.30A						30	NBC	N	99	99	B	5.0	27	389	1374	756	177	789	165	318	280	395	429	507	93	168	172	228	306	25	LT	53	37								
TODAY SHOW-8.30AM						149	212	212	A	5.4	28	420	1290	787	135^	823	138^	276	273	394	491	422	84^	153	135^	186	245	26v	LT	19v	LT										
M-F 8.30A						30	NBC	N	99	99	B	5.9	28	459	1290	760	143	791	145	288	266	378	455	444	75	139	139	209	274	16	LT	39	25								
WHEEL OF FORTUNE						147	189	189	A	4.7	25	366	1265	861	215	913	230	419	451	429	399	263	85^	110^	104^	104^	140^	21v	13v	68^	32v										
M-F 11.00A						30	NBC	QG	94	94	B	4.7	22	366	1279	778	128	827	193	359	366	380	392	334	75	105	125	135	192	44	21	74	33								
YOUNG AND THE RESTLESS						145	196	196	A	7.1	28	552	1274	847	141	953	323	523	439	367	360	197	76^	100^	72^	71^	79^	67^	62^	57^	10v										
M-F 1.00P						60	CBS	DD	99	99	B	7.7	29	599	1273	791	152	916	293	478	427	398	370	203	63	87	75	79	98	49	41	105	31								
1.00 - 1.30									A	6.9	28	537	1246	830	139	934	320	517	437	358	346	192	67^	91^	71^	75^	80^	62^	58^	58^	9v										
1.30 - 2.00									A	7.3	29	568	1278	855	141	964	325	523	439	369	372	192	78^	99^	69^	65^	77^	69^	63^	53^	LT										
*WEEKEND DAYTIME						23	185	183	A	4.5	20	350	1683	400	138^	492	298^	369	216^	140^	99^	253^	135^	163^	57v	57v	81v	301^	239^	637	466										
ABC WEEKEND SPECIALS						30	ABC	FV	96	96	B	5.9	22	459	1654	389	143	429	199	295	217	170	113	311	160	223	132	103	80	245	126	669	443								
SAT. 12.00N						60	ABC	SA	99	99	A	7.3	21	568	1528	476	231	596	194^	314	262	277	237	685	237	425	331	318	222	107^	43v	140^	131^								
ABC WIDE WORLD-SPORTS SAT						21	206	199	B	10.8	25	840	1649	541	221	599	206	331	292	269	216	723	254	433	388	340	244	148	50	179	128										
1 SAT. 4.00P						60	ABC	SA	99	99																															
& 6.06P 24																																									
CONT'D																																									

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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1ST MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
																WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL
WEEKEND DAYTIME CONT'D																																				
BUGS BUNNY/ROAD RUNNER 3 9 202 201 A 7.4 35 576 1635 324 133^ 412 264 319 162^ 94^ 78^ 312 173^ 237 144^ 139^ 65^ 251 108^ 660 309																																				
SAT. 9.30A 30 CBS CA 99 99 B 8.2 35 638 1680 298 152 351 211 272 155 116 59 341 214 282 187 117 48 202 68 786 391																																				
CBS SPORTS SATURDAY 3 152 A 3.4 10 265 1623 559^128^ 646^269^ 359^246^ 117^260^ 521^ 99^ 171^197^ 294^324^ 172^ 33^ 284^ 189^																																				
1 SAT. 5.09P 51 CBS SA 85 B 3.7 11 288 1648 537 172 618 222 331 339 230 203 598 178 303 272 304 275 169 73 263 194																																				
5.00 - 5.30 A 3.2 10 249 1398 538^161^ 707^330^ 402^257^ 96^281^ 277^ LT LT 24^ 277^253^ 160^ 40^ 254^ 254^																																				
5.30 - 6.00 A 3.5 10 272 1783 577^107^ 610^232^ 335^235^ 128^250^ 679^162^ 280^305^ 309^374^ 184^ 29^ 310^ 151^																																				
CBS SPORTS SUNDAY 2 180 177 A 7.8 24 607 1643 417 116^ 478 148^ 253 217 200 195^ 920 409 659 523 407 233 101^ 35^ 144^ 101^																																				
1 SUN. 1.00P 150 CBS SA 95 94 B 7.8 24 607 1643 417 116 478 148 253 217 200 195 920 409 659 523 407 233 101 35 144 101																																				
2 SUN. 3.34P 146 A 5.7 23 443 1379 294^ LT 447^155^ 176^ 84^ 181^230^ 812 361^ 600 486^ 422^212^ 68^ LT 52^ 45^																																				
1.00 - 1.30 A 6.9 26 537 1555 330^ 60^ 489 175^ 192^112^ 161^261^ 855 426^ 667 533 383^188^ 146^ LT 65^ 46^																																				
1.30 - 2.00 A 7.2 25 560 1554 348^ 72^ 487 157^ 175^148^ 168^278^ 844 477 647 375^ 299^197^ 82^ LT 141^ 118^																																				
2.00 - 2.30 A 8.6 28 669 1520 395 68^ 520 137^ 215^197^ 222^275^ 721 365 522 336^ 296^178^ 102^ LT 177^ 158^																																				
2.30 - 3.00 A 9.6 30 747 1527 533 149^ 590 188^ 262^195^ 237^298^ 722 296^ 505 401 385 182^ 124^ LT 91^ 77^																																				
3.00 - 3.30 A 8.5 24 661 1917 464 152^ 464 163^ 335^334^ 222^ 98^ 1082 457 750 729 521 263^ 163^ 45^ 208^ 151^																																				
3.30 - 4.00 A 8.3 23 646 1878 537 217^ 537 177^ 421 390 282^103^ 1047 344^ 697 655 558 292^ 79^ 79^ 215^ 159^																																				
4.00 - 4.30 A 8.1 22 630 1822 464 113^ 464 164^ 333^316^ 197^103^ 1044 410 715 583 459 298^ 90^ 90^ 224^ 147^																																				
4.30 - 5.00 A 8.1 22 630 1492 341^105^ 341^ 58^ 183^149^ 149^134^ 980 481 716 515 344^238^ 80^ 80^ 91^ 29^																																				
5.00 - 5.30 A 7.7 21 599 1599 390^163^ 390^104^ 203^187^ 149^163^ 1062 485 768 615 390^269^ 31^ 31^ 116^ 35^																																				
5.30 - 6.00																																				
DAFFY DUCK SHOW 32 194 199 A 5.0 23 389 1355 239^113^ 293^149^ 180^132^ 107^ 77^ 126^ 57^ 71^ 52^ 54^ 38^ 216^121^ 720 414																																				
SAT. 10.30A 30 NBC CA 96 96 B 5.6 22 436 1620 260 105 301 158 205 115 93 81 246 138 188 117 91 45 276 103 797 492																																				
DEAR ALEX & ANNIE-11.55AM 28 183 186 A 4.5 21 350 1589 235^105^ 280^201^ 224^114^ 11^ 50^ 239 117 175 110 88 57 223 99 766 485																																				
SAT. 11.55A 4 ABC CN 95 96 B 5.7 23 443 1508 249 105 280 131 180 142 114 75 239 117 175 110 88 57 223 99 766 485																																				
DEAR ALEX & ANNIE-11.26AM 32 123 122 A 2.7 12 210 1467 538^248^ 543^242^ 414^253^ 263^129^ 328^ 91^ 262^205^ 214^ 66^ 90^ 24^ 506^ 291^																																				
SUN. 11.26A 3 ABC CN 82 82 B 3.5 14 272 1496 406 112 434 205 305 209 189 105 370 171 252 201 161 91 187 102 505 329																																				
DRAK PACK 9 168 164 A 4.8 21 373 1560 509 164^ 515 342 387 228^ 74^120^ 231^156^ 175^113^ 58^ 48^ 128^ 77^ 686 410																																				
SAT. 12.30P 30 CBS CA 92 85 B 5.5 22 428 1550 370 121 401 223 304 189 105 96 256 152 198 135 76 48 184 103 709 375																																				
DRAWING POWER 25 137 152 A 2.1 9 163 1325 209^ 56^ 209^130^ 148^ 91^ 35^ 44^ 319^209^ 245^ 36^ 67^ 74^ 159^116^ 638^ 282^																																				
SAT. 12.30P 30 NBC CL 70 75 B 3.5 12 272 1604 279 97 315 153 209 137 110 98 399 180 284 191 160 93 194 74 696 388																																				
FACE THE NATION 32 172 175 A 3.2 15 249 1329 472^144^ 533 112^ 160^124^ 181^349^ 751 193^ 406^385^ 374^288^ LT LT 45^ 45^																																				
SUN. 11.30A 30 CBS CC 96 97 B 3.8 15 296 1355 507 123 569 136 221 202 231 307 646 122 265 320 348 299 51 18 89 51																																				
FLINTSTONE'S COMEDY SHW 1 23 201 203 A 3.0 16 233 1575 189^ 65^ 189^ 64^ 112^103^ 78^ 47^ 189^146^ 167^ 73^ 43^ 22^ 158^ 51^ 1039 618																																				
SAT. 9.00A 30 NBC CA 99 99 B 4.3 20 335 1647 203 72 225 113 146 109 78 62 161 77 116 88 69 36 219 88 1042 620																																				
FLINTSTONE'S COMEDY SHW 2 23 201 203 A 4.1 19 319 1361 188^ 32^ 188^ 41^ 100^131^ 90^ 57^ 90^ 43^ 62^ 57^ 47^ 18^ 123^ 94^ 960 643																																				
SAT. 9.30A 30 NBC CA 99 99 B 4.8 20 373 1674 191 62 222 117 150 102 70 58 164 80 122 87 72 34 234 93 1054 661																																				
FLINTSTONE'S COMEDY SHW 3 23 201 203 A 4.3 19 335 1454 206^102^ 230^119^ 145^144^ 71^ 40^ 218^144^ 167^ 78^ 66^ 38^ 160^117^ 846 526																																				
SAT. 10.00A 30 NBC CA 99 99 B 4.9 19 381 1669 238 93 276 147 187 107 80 77 217 108 165 108 92 44 254 112 922 572																																				
FONZ/HAPPY DAYS GANG 25 192 190 A 6.3 32 490 1616 188^ 98^ 215^128^ 141^ 72^ 38^ 74^ 97^ 42^ 66^ 61^ 44^ 23^ 233^112^ 1071 649																																				
SAT. 9.00A 30 ABC CA 99 99 B 6.8 31 529 1610 209 73 221 119 156 114 76 52 132 71 105 75 50 23 166 73 1091 689																																				
GODZILLA/HONG KONG 1 23 183 190 A 2.1 18 163 1791 203^124^ 203^153^ 203^149^ 50^ LT 283^142^ 197^104^ 141^ 86^ 127^ LT 1178 675^																																				
SAT. 8.00A 30 NBC CA 95 96 B 2.7 20 210 1496 163 49 173 94 111 85 56 52 133 72 97 68 53 29 109 LT 1081 622																																				
GODZILLA/HONG KONG 2 23 183 190 A 2.9 18 226 1637 203^102^ 203^110^ 185^119^ 75^ LT 221^164^ 185^ 92^ 57^ 36^ 89^ LT 1124 633																																				
SAT. 8.30A 30 NBC CA 95 96 B 3.7 21 288 1680 207 58 213 106 139 110 77 59 156 97 117 72 46 30 164 46 1147 668																																				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME														I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														WOMEN					MEN																		
														18-49 25-54 35-64 55+					18-34 18-49 25-54 35-64 55+					TOTAL FEM.		TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																					
NBC MAJOR LEAGUE G-CONT'D																																					
2.00 - 2.30														A	6.0	22	467	1266	279	33	317	54	54	29	77	234	782	170	229	248	314	425	LT	LT	167	146	
2.30 - 3.00														A	6.1	24	475	1467	338	69	354	97	169	137	105	174	834	286	403	324	369	336	112	65	167	133	
3.00 - 3.30														A	6.6	25	513	1368	340	47	357	68	127	124	97	211	794	249	363	309	353	348	85	54	132	99	
3.30 - 4.00														A	5.8	22	451	1231	411	31	428	55	177	177	164	231	641	158	238	216	304	320	82	51	80	67	
4.00 - 4.30														A	5.8	20	451	1324	326	51	326	84	137	104	118	167	799	186	362	429	472	280	62	LT	137	97	
4.30 - 5.00														A	6.6	21	513	1259	328	40	328	56	105	83	145	198	735	163	324	404	437	235	55	LT	141	104	
NEW FAT ALBERT SHOW														A	5.4	24	420	1460	400	136	403	214	264	181	141	127	197	173	181	31	15	16	138	81	722	367	
SAT. 12.00N 30 CBS CA														B	5.7	23	443	1444	330	116	354	184	247	156	114	102	243	165	197	110	58	43	163	71	684	348	
PLASTICMAN/BABY PLAS SHOW														A	5.0	23	389	1476	218	116	270	204	222	111	18	48	157	95	118	62	62	LT	275	131	774	470	
SAT. 11.30A 30 ABC CA														B	6.1	25	475	1538	242	104	271	134	181	149	107	64	233	116	174	115	86	50	212	96	822	507	
RICHIE RICH														A	6.6	31	513	1657	243	102	262	118	181	110	96	81	149	36	111	104	96	30	294	118	952	521	
SAT. 9.30A 30 ABC CA														B	7.6	31	591	1668	234	90	255	140	185	133	78	59	157	78	123	95	65	29	196	91	1060	658	
SCHOOLHOUSE ROCK-8.26AM														A	4.0	31	311	1486	142	LT	142	142	142	36	LT	LT	64	55	55	30	LT	LT	99	LT	1181	656	
SAT. 8.26A 3 ABC CN														B	4.4	28	342	1613	218	85	236	144	178	116	76	44	173	90	139	100	63	30	142	39	1062	622	
SCHOOLHOUSE ROCK-10.26AM														A	6.8	30	529	1715	323	191	365	233	322	159	105	43	100	50	71	21	28	29	400	232	850	514	
SAT. 10.26A 3 ABC CN														B	7.7	29	599	1582	229	97	256	147	191	127	82	50	185	105	154	101	65	27	222	116	919	567	
SCHOOLHOUSE ROCK-10.56AM														A	6.0	27	467	1563	293	154	337	200	286	139	104	51	128	62	81	19	27	47	256	140	842	490	
SAT. 10.56A 3 ABC CN														B	7.3	28	568	1620	255	111	277	165	212	147	88	50	251	154	209	115	74	39	247	117	845	515	
SCHOOLHOUSE ROCK 11.55AM														A	2.3	10	179	1402	469	263	497	212	302	264	246	161	200	LT	LT	95	156	105	84	LT	621	229	
SUN. 11.55A 4 ABC CN														B	3.0	11	233	1444	485	176	519	176	252	208	179	240	384	144	206	180	132	149	101	45	440	268	
SCOOBY & SCRAPPY DOO														A	7.6	34	591	1707	315	183	355	222	306	160	103	49	89	38	60	29	32	29	403	222	860	486	
SAT. 10.00A 30 ABC CA														B	8.5	32	661	1605	229	96	255	153	191	128	72	51	175	96	143	98	65	27	222	111	953	585	
SPORTSWORLD														A	5.5	15	428	1393	526	271	554	257	371	250	177	162	633	229	362	280	259	257	119	40	87	75	
1 SUN. 4.30P 90 NBC SE														B	6.4	16	498	1644	537	206	574	209	335	288	250	201	822	291	492	446	387	256	115	40	133	95	
2 SUN. 4.00P 120														A	6.4	18	498	1600	722	422	818	451	600	357	167	200	568	267	390	202	190	178	154	58	60	60	
4.00 - 4.30														A	5.4	15	420	1321	534	286	534	305	383	220	126	127	654	292	395	296	252	235	66	31	67	67	
4.30 - 5.00														A	5.2	14	405	1326	477	244	484	192	306	247	200	151	628	207	333	289	272	280	138	47	76	76	
5.00 - 5.30														A	5.5	14	428	1409	450	195	483	158	287	217	211	184	661	163	344	308	305	302	136	33	129	90	
5.30 - 6.00														A	4.0	23	311	1347	498	154	517	32	125	153	306	355	633	271	341	286	241	266	45	22	152	84	
SUNDAY MORNING														B	4.5	22	350	1415	568	188	611	131	267	281	348	289	624	200	317	335	310	243	67	15	113	69	
SUN. 9.00A 90 CBS N														A	3.4	23	265	1657	548	197	552	27	189	201	371	351	838	440	513	434	266	277	52	25	215	140	
9.00 - 9.30														A	4.2	25	327	1425	512	168	536	LT	128	160	331	376	700	331	404	309	241	278	57	36	132	65	
9.30 - 10.00														A	4.3	22	335	1063	459	102	492	56	84	114	246	348	421	86	155	156	224	254	34	LT	116	57	
10.00 - 10.30														A	5.9	26	459	1466	283	118	390	243	281	114	41	106	201	116	151	79	85	50	93	24	782	370	
TARZAN/LONE RANGER-1														B	6.6	28	513	1584	272	122	332	198	251	147	93	68	308	190	251	163	95	51	156	50	788	376	
SAT. 10.00A 30 CBS CA														A	5.1	23	397	1526	303	21	318	180	244	151	70	68	209	134	174	98	75	35	49	14	950	514	
TARZAN/LONE RANGER-2														B	6.0	25	467	1561	288	110	326	170	248	164	119	67	320	206	261	184	88	56	133	52	782	374	
SAT. 10.30A 30 CBS CA														A	4.0	17	311	1566	579	215	636	333	407	341	129	215	357	192	241	125	122	101	162	65	411	277	
30 MINUTES														B	4.3	16	335	1637	532	196	576	216	334	303	228	206	460	198	285	240	216	125	176	69	425	234	
SAT. 1.30P 30 CBS DN														A	6.3	29	490	1608	274	154	317	183	272	139	106	45	137	58	90	32	40	47	301	171	853	520	
THUNDARR-THE BARBARIAN														B	7.5	29	584	1626	247	99	269	160	205	149	86	46	226	137	185	109	69	34	247	122	884	539	
SAT. 10.30A 30 ABC CA																																					



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
TIME OUT-8:28AM		32		183	190	A		2.8	22	218	1835	252^174^	252^206^	252^174^	46v	LT	248^175^	212^129v	73v	36v	115v	LT	1220	651									
SAT. 8.28A		2	NBC	CN		95	96	B	3.5	25	272	1533	166 43	169 96	125 100	50 38		137 75	97 66	52 33		118 23	1109	666									
TIME OUT-9:28AM		32		201	203	A		3.2	16	249	1462	241^ 69v	241^ 69v	120v156^	124^ 48v		101v 76v	101v 73v	25v	LT	128^ 56v	992	615										
SAT. 9.28A		2	NBC	CN		99	99	B	4.6	21	358	1704	210 87	235 123	160 121	78 56		138 65	99 72	60 32		222 84	1109	683									
TIME OUT-10:28AM		32		201	203	A		4.7	21	366	1413	195^ 91^	222^117^	129^123^	64v 41v		267^179^	202^ 71v	70v 49v		194^136^	730	405										
SAT. 10.28A		2	NBC	CN		99	99	B	4.8	19	373	1651	262 100	290 155	195 112	86 77		218 114	163 107	90 47		244 103	899	567									
TIME OUT-11:28AM		32		173	196	A		4.2	19	327	1254	187^169^	285^174^	195^125^	80v 52v		175^ 98^	138^136^	64v	LT	164^116^	630	324^										
SAT. 11.28A		2	NBC	CN		83	96	B	5.3	21	412	1600	274 100	336 176	218 111	93 102		289 168	219 127	100 57		228 85	747	452									
TIME OUT-12:28PM		31		139	147	A		2.5	11	195	1221	133v139v	179^154v	154v 91v	25v	LT	189^ 77v	128v 82v	77v 61v		139v 97v	714	451^										
SAT. 12.28P		2	NBC	CN		71	74	B	4.3	16	335	1614	250 105	297 163	197 115	87 77		339 186	263 160	113 64		202 86	776	426									
TOM AND JERRY		9		193	191	A		3.2	25	249	1438	312^133^	349^253^	313^161^	96v 36v		237^148^	213^153^	89v 24v		149^ 84v	703	434^										
SAT. 8.00A		30	CBS	CA		98	97	B	3.9	25	303	1453	206 107	228 122	174 127	102 20		245 152	200 140	87 22		160 69	820	435									
TOURN. OF CHAMPIONS-SAT.(S)		156				A		3.3	12	257	1397	564^241^	809^269^	463^303^	311^331^		425^105v	210v151v	230v215v		70v	LT	93v	86v									
1 SAT. 3.30P		99	CBS	SE		88																											
3.30 - 4.00		A		3.4	13	265	1498	672^355^	902 374^	550^320^	328^352^	460^176v	263^181v	174v197v		53v	LT	83v	64v														
4.00 - 4.30		A		3.4	13	265	1313	490^170v	746^241^	426^288^	265^300^	445^102v	215v113v	276^230^		65v	LT	57v	57v														
4.30 - 5.00		A		3.1	11	241	1465	568^266^	875^236v	494^358^	378^360^	410^ 54v	208v208v	278^202v		84v	LT	96v	96v														
TOURN. OF CHAMPIONS-SAT.(S)		175				A		2.0	7	156	1346^	448^109v	455^122v	225v218v	205v218v		659^204v	441^340v	334v192v		161v	64v	71v	39v									
2 SAT. 3.00P		120	ABC	SE		92			A	2.3	9	179	1268^	452^145v	452^101v	229v268v	295v184v	643^179v	476^381^	369^167v		134v	LT	33v	LT								
3.00 - 3.30		A		1.7	6	132	1121^	432v121v	432v136v	265v250v	220v167v	598^174v	393v333v	318v182v		91v	LT	LT	LT														
3.30 - 4.00		A		1.9	7	148	1345^	420^ 54v	420^ 81v	176v176v	163v244v	635^237v	398v277v	270v190v		195v128v	95v	61v	61v														
4.00 - 4.30		A		2.2	7	171	1515	450^105v	450^146v	193v152v	116v257v	732^217v	462^346v	356^235v		199v123v	134v	87v	87v														
4.30 - 5.00																																	
TOURN. OF CHAMPIONS-SUN.(S)		180				A		2.2	7	171	1661	528^205v	534^130v	369^388^	304v146v		983^346v	749^684^	496^194v		144v	98v	LT	LT									
2 SUN. 1.30P		120	ABC	SE		93			A	1.8	6	140	1750	809^200v	809^202v	651^665^	535^144v	871^399v	563^556^	364v180v		70v	70v	LT	LT								
1.30 - 2.00		A		2.2	7	171	1678	561^304v	561^151v	398^433^	346v128v	936^134v	720^633^	655^216v		181v	64v	LT	LT														
2.00 - 2.30		A		2.2	7	171	1988	473^269v	473^123v	316v332v	269v141v	1381^382^	1135^1128^	888^188v		134v	76v	LT	LT														
2.30 - 3.00		A		2.6	7	202	1262	336^ 60v	336^ 60v	183v183v	123v153v	753^441^	564^440^	123v189v		173v173v	LT	LT	LT														
3.00 - 3.30																																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 27, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	15,480 19.9					18,440 23.7					12,140 15.6					
	ABC TV	THAT'S INCREDIBLE (R)					AMERICAN DREAM (OP)					ABC NEWS CLOSEUP NEAR ARMAGEDDON					
	AVERAGE AUDIENCE (Households (000) & %)	11,050 14.2					13,620 17.5					7,780 10.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25	24 *			27 *	28	26 *			29 *	17	17 *			9.4 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	16,180 20.8					21,470 27.6					23,340 30.0					
	CBS TV	PRIVATE BENJAMIN					TWO OF US (OP)					HOUSE CALLS (R)					
	AVERAGE AUDIENCE (Households (000) & %)	13,850 17.8					18,670 24.0					18,980 24.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	33	30			38	38	34			42	23.8 *	39 *			24.9 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	15,400 19.8					18,980 24.4					18,980 24.4					
	NBC TV	LITTLE HOUSE-PRAIRIE (R)(OP)					LIVE FROM STUDIO 8H										
	AVERAGE AUDIENCE (Households (000) & %)	10,580 13.6					9,020 11.6										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24	23 *			25 *	19	20 *			17 *	11.8 *	19 *			20 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	17,190 22.1					17,890 23.0					17,890 23.0					
	ABC TV	THAT'S INCREDIBLE (R)(OP)					SIXTY YEARS OF SEDUCTION (SUS-OP)										
	AVERAGE AUDIENCE (Households (000) & %)	12,760 16.4					10,040 12.9										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27	27 *			26 *	20	20 *			21 *	12.4 *	19 *			19 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,700 18.9					20,690 26.6					16,490 21.2					
	CBS TV	BUGS BUNNY - AMERICAN HERO					M*A*S*H SPECIAL (R)(OP)					HOUSE CALLS (R)					
	AVERAGE AUDIENCE (Households (000) & %)	12,680 16.3					18,050 23.2					13,230 17.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28	28			34	34	28			27	16.9 *	26 *			28 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,590 23.9					27,230 35.0					27,230 35.0					
	NBC TV	LITTLE HOUSE PRAIRIE (OP)					NBC MONDAY NIGHT MOVIES MURDER IN TEXAS, PART 2(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	13,770 17.7					20,850 26.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29	27 *			30 *	41	36 *			40 *	27.6 *	43 *			45 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.3	51.3	51.3	52.2	53.6	55.4	57.2	60.0	62.0	63.1	63.5	63.5	61.1	60.0	58.6
		WK. 2	49.5	52.1	53.0	55.2	57.6	60.4	63.0	65.5	68.1	69.1	68.9	68.0	65.2	63.8	62.5
U.S. TV Households: 77,800,000																	



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,200 14.4	12,140 15.6		15,400 19.8				21,160 27.2					
	ABC TV						HAPPY DAYS (R)	LAVERNE & SHIRLEY (R)		REAGAN ADDRESS-ABC (SUS)		THREE'S COMPANY (R)		HART TO HART (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						9,570 12.3	10,810 13.9		12,760 16.4				15,020 19.3		17.8*	20.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 11.9	23 12.7		27 15.5				34 17.3		30 *	37 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,860 19.1	13,690 17.6		22,870 29.4									
	CBS TV						IT'S MAGIC CHARLIE BROWN	PUFF THE MAGIC DRAGON (R)(OP)		REAGAN ADDRESS-CBS (9:00-9:30PM)(SUS)		CBS TUESDAY NIGHT MOVIES WE'RE FIGHTING BACK (9:36-11:31PM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						12,600 16.2	12,600 16.2		15,250 19.6				17.4*		18.7*	21.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 15.5	27 16.9		34 17.8				28 *		31 *	37 *		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						15,020 19.3			13,380 17.2									
	NBC TV							LOBO (OP)		REAGAN ADDRESS-NBC (SUS)		HILL STREET BLUES (R)(OP)		THE OPPOSING VIEW (SUS)					
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7	15.3*		8,640 11.1				11.2*		11.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 13.9	25 *		18 11.7				18 *		18 *			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						17,040 21.9	16,570 21.3		18,750 24.1				16,570 21.3		18,280 23.5			
	ABC TV						HAPPY DAYS	LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART					
	AVERAGE AUDIENCE (Households (000) & %)						14,550 18.7	15,170 19.5		16,490 21.2		15,020 19.3		18.4	18.0*		18.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 17.7	33 19.6		34 20.7		30 21.6		31 17.9	30 *		32 *		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						13,620 17.5			22,020 28.3									
	CBS TV							PALMERSTOWN (OP)						BROKEN PROMISE					
	AVERAGE AUDIENCE (Households (000) & %)						9,730 12.5	13.0*		16,570 21.3				21.2*		22.0*	22.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.0	22 *		35 18.4				33 *		37 *	39 *		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						12,990 16.7			12,530 16.1				10,430 13.4					
	NBC TV							LOBO (OP)		HILL STREET BLUES (R)(SUS-OP)		NERO WOLFE							
	AVERAGE AUDIENCE (Households (000) & %)						9,730 12.5	11.6*		8,640 11.1				11.7*		10.6	10.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 11.3	21 *		18 10.8				18 *		18	18 *		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.6	51.3	50.6	52.3	55.8	57.6	58.7	60.1	61.7	64.1	61.4	61.5	59.2	58.3	56.8	55.5
			WK. 2	51.2	52.6	52.5	53.5	53.7	55.6	57.4	60.4	61.4	63.5	64.3	63.9	61.0	59.5	59.3	59.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. MAY 5, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,130 23.3					14,860 19.1					17,040 21.9		
	ABC TV					GREATEST AMERICAN HERO				ALOHA PARADISE (OP)				VEGAS				
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	15.7*			11,590 14.9	14.1*			12,990 16.7	16.3*		17.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.3	28 *	18.4	19.1	24 14.0	23 *	15.4	16.0	24 *	16.0	16.5	17.2	17.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,920 25.6									15,480 19.9			
	CBS TV					LEAVE 'EM LAUGHING (OP)				JOHNNY CASH-COUNTRY GIRLS								
	AVERAGE AUDIENCE (Households (000) & %)					11,750 15.1	13.5*		14.4*	15.9*			16.7*	14.8	15.2*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.6	24 *	14.2	24 *	26 *	26 *	16.5	16.8	25	15.3	15.0	14.7	14.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6					19,450 25.0					18,360 23.6		
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)(SUS-OP)				QUINCY, M.E. (R)				
	AVERAGE AUDIENCE (Households (000) & %)					12,140 15.6	14.6*		16.6*	15,090 19.4	18.7*		20.2*	14,700 18.9	18.1*		19.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.9	26 *	16.3	27 *	31 18.4	31 *	19.8	31 *	32	18.8	19.4	19.4	19.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,640 20.1					14,080 18.1					14,390 18.5		
	ABC TV					GREATEST AMERICAN HERO				AMERICAN DREAM (OP)				VEGAS				
	AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7	14.9*		16.5*	10,430 13.4	13.2*		13.5*	11,280 14.5	14.7*		14.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.3	26 *	16.6	27 *	21 13.5	21 *	13.3	21 *	24	14.9	14.4	14.4	14.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5					20,070 25.8							
	CBS TV					ENOS (R)(OP)				CBS WEDNESDAY NIGHT MOVIE THE GENTLEMAN BANDIT								
	AVERAGE AUDIENCE (Households (000) & %)					10,810 13.9	13.6*		14.2*	14,390 18.5	16.6*		18.5*		19.3*		19.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.7	23 *	14.2	23 *	30 16.0	26 *	18.3	29 *		32 *	19.6	19.5	19.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,530 25.1					18,280 23.5					17,740 22.8		
	NBC TV					REAL PEOPLE (OP)				DIFF'RENT STROKES				FACTS OF LIFE (R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0	18.1*		19.9*	16,420 21.1	20.4		15,870 20.4	12,600 16.2	16.6*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.3	31 *	19.6	32 *	34 20.6	32	21.6	32	27	16.3	15.9	15.8	15.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.8	53.5	54.4	55.1	55.3	56.9	59.8	61.6	60.7	61.7	63.6	65.0	60.7	59.8	59.0	57.9
		WK. 2	53.2	54.1	54.0	55.8	57.7	59.2	61.3	62.4	62.1	63.3	64.3	64.0	61.6	60.6	59.2	57.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.30, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K I	TOTAL AUDIENCE (Households (000) & %)	{					12,530 16.1		15,330 19.7		15,090 19.4		13,770 17.7		15,560 20.0			
	ABC TV						MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,190 13.1		13,070 16.8		12,910 16.6		12,450 16.0		11,200 14.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 12.2	14.1	29 16.1	17.6	27 16.5	16.7	25 15.9	16.1	24 15.2	15.5* 15.7	25* 13.9	22* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,370 15.9		11,050 14.2		16,180 20.8				17,580 22.6			
	CBS TV						CHECKING IN		PARK PLACE (OP)				MAGNUM, P.I. (R)				NURSE	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,810 13.9		9,650 12.4		12,840 16.5	15.5*		17.5*	14,630 18.8	18.5*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 13.7	14.2	21 12.4	12.4	26 14.7	25* 16.3	28* 17.3	28* 17.7	31 18.1	30* 18.9	19.4	18.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,470 18.6				22,720 29.2							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,270 13.2	13.0*		13.3*	14,630 18.8	17.1*		18.6*		19.8*		19.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 12.8	24* 13.2		23* 13.5	31 16.5	28* 17.6	29* 18.3	29* 18.8		32* 20.0	19.6	33* 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,770 17.7		13,690 17.6		15,790 20.3		15,640 20.1		19,290 24.8			
	ABC TV						MORK & MINDY		BOSOM BUDDIES (R)		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,280 14.5		12,210 15.7		13,690 17.6		13,850 17.8		15,090 19.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 13.8	15.3	27 15.4	15.9	28 17.1	28 18.2	28 17.2	18.3	32 19.4	19.3* 19.3	31* 19.4	33* 19.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,080 18.1				17,820 22.9				18,590 23.9			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,810 13.9	12.6*		15.3*	13,230 17.0	16.3*		17.6*	15,560 20.0	19.6*		20.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					25 11.9	23* 13.3		26* 14.7	27 16.1	26* 16.5		28* 17.3	33 19.1	32* 20.1	19.3	34* 20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,930 17.9				16,180 20.8							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,800 12.6	12.7*		12.6*	9,650 12.4	13.9*		13.7*		11.6*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 13.1	23* 12.3		22* 12.6	20 13.0	22* 14.7		22* 13.9		19* 11.9		18* 10.4
TV HOUSEHOLDS USING TV		WK. 1	48.8	49.8	50.9	52.9	52.7	55.0	56.9	58.5	61.0	63.0	63.5	63.4	62.3	62.1	60.3	58.3
(See Def. 1)		WK. 2	47.2	49.1	50.2	51.7	53.5	55.5	57.3	59.4	60.7	63.1	62.7	63.4	62.1	62.1	60.3	58.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 7, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 1, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 19,450 25.0															
	ABC TV	ABC FRIDAY NIGHT MOVIE FOR THE LOVE OF BENJI AMERICAN(0P)															
	AVERAGE AUDIENCE (Households (000) & %)	8,090 10.4	9.7*		12.2*			13.8*		10.2*			8.5*			7.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 10.0	19 *	11.5	22 *	13.0	13.8	24 *	10.8	17 *	9.5	8.9	14 *	7.8	13 *	7.8	
E	TOTAL AUDIENCE (Households (000) & %)	{ 14,860 19.1															
	CBS TV	INCREDIBLE HULK (R)(OP) DUKES OF HAZZARD (R) DALLAS															
	AVERAGE AUDIENCE (Households (000) & %)	10,190 13.1	12.0*		14.3*			17,270 22.2	19.1*		25,600 32.9	32.4*			33.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 11.8	24 *	13.7	26 *	14.8	18.0	38	33 *	24.0	42 *	31.7	56	33.1	58 *	33.1	
K	TOTAL AUDIENCE (Households (000) & %)	{ 14,160 18.2															
	NBC TV	HARPER VALLEY TAKE ONE (OP) GANGSTER CHRONICLES (SUS-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	11,980 15.4		10,970 14.1		7,780 10.0		10.4*		10.8*		9.8*		9.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 14.1	16.7	26	13.9	17	10.4	18 *	10.7	18 *	10.9	16 *	10.0	9.6	16 *	9.3	8.8
W	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 15.3															
	ABC TV	BENSON I'M A BIG GIRL NOW (OP) BATTLE-NETWORK STARS															
	AVERAGE AUDIENCE (Households (000) & %)	10,040 12.9		9,180 11.8		15,020 19.3		17.9*		18.9*		20.7*		19.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 12.3	13.5	23	12.3	34	17.3	32 *	18.5	32 *	19.4	35 *	20.5	36 *	19.5		
E	TOTAL AUDIENCE (Households (000) & %)	{ 14,700 18.9															
	CBS TV	DUKES OF HAZZARD (S)(OP) DALLAS (F)(9:00-9:55PM) (SUSTAINING 11:00-11:00PM)															
	AVERAGE AUDIENCE (Households (000) & %)	10,430 13.4	12.0*		14.8*			13,480 17.3	15.1*		16.9*		18.8*		18.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 11.6	24 *	14.8	29 *	14.8	14.5	30	27 *	16.5	29 *	19.0	32 *	18.7	32 *	18.5	18.2
K	TOTAL AUDIENCE (Households (000) & %)	{ 10,740 13.8															
	NBC TV	MAYDAY FOR MOTHER HARPER VALLEY (R)(OP) PEOPLE VS JEAN HARRIS PART 2(OP) GANGSTER CHRONICLES															
	AVERAGE AUDIENCE (Households (000) & %)	9,020 11.6		9,410 12.1		8,400 10.8		10.1*		11.4*		9.1*		9.2*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 11.7	11.5	23	12.6	19	9.9	18 *	11.0	19 *	11.8	16	9.0	17 *	9.6		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.5	47.1	48.0	50.1	50.3	51.7	53.5	55.7	56.8	58.5	59.3	59.9	59.9	59.4	58.3
		WK. 2	44.4	46.1	47.4	48.6	48.7	50.2	50.9	52.2	54.6	57.3	58.3	59.6	58.8	58.1	55.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.FRI. MAY 8, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						23,340 30.0										19,530 25.1		
	ABC TV						LOVE BOAT (OP)										FANTASY ISLAND		
	AVERAGE AUDIENCE (Households (000) & %)						14,780 19.0 13.5* 18.4* 21.7* 22.5*										15,480 19.9 19.0* 20.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						37 29* 37* 41* 41*										38 35* 40*		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,320 10.7		16,570 21.3										
	CBS TV						WKRP IN CINCINNATI (R)							CBS SAT. NIGHT MOVIE RIO LOBO(R)(OP)			DEMOCRATIC REPLY- CBS (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)						7,160 9.2 11.9 8.4* 11.6* 12.9*							14.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 22 17* 22* 23*							27*					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,460 17.3		10,970 14.1							13,150 16.9			
	NBC TV						BARBARA MANDRELL (OP)		BJ AND THE BEAR (OP)							WALKING TALL (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,960 12.8 12.6* 13.1* 10.4 10.0*							9,410 12.1 10.4* 13.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 27* 26* 19 19*							23 19* 27*					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,640 20.1		20,070 25.8							18,360 23.6			
	ABC TV						EIGHT IS ENOUGH		LOVE BOAT (OP)							FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						11,130 14.3 13.0* 15.7* 16,570 21.3							14,780 19.0 19.1* 18.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 26* 29* 38 37*							34 34* 34*					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						10,190 13.1		18,050 23.2										
	CBS TV						WKRP IN CINCINNATI (R)							EXORCIST (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						8,400 10.8 12.0 9.5* 11.2* 11.5*							13.5* 14.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 22 18* 20* 20*							24* 26*					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						17,190 22.1		11,900 15.3							11,980 15.4			
	NBC TV						BARBARA MANDRELL (OP)		BJ AND THE BEAR (SUS-OP)							WALKING TALL (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,750 15.1 13.9* 16.3* 9,020 11.6							8,640 11.1 10.5* 11.6*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 28* 30* 20 21*							20 19* 21*					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.5	45.5	46.4	46.2	45.9	47.5	49.3	51.3	52.5	53.8	55.1	55.9	54.1	54.3	52.0	51.0	
		WK. 2	43.0	45.3	47.1	47.9	48.9	51.6	53.2	54.0	54.9	56.2	57.6	58.1	56.8	56.6	55.9	55.0	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. MAY 9, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 2, 1981

WEEK 1

TIME

11:00

11:15

11:30

11:45

12:00

12:15

12:30

12:45

1:00

1:15

1:30

1:45

2:00

2:15

2:30

2:45

TOTAL AUDIENCE  
(Households (000) & %)

{

5,990  
7.7  
ABC  
WEEKEND  
REPORT-  
SAT.

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

5,760  
7.4

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

16  
7.4

WEEK 2

TOTAL AUDIENCE  
(Households (000) & %)

{

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

TOTAL AUDIENCE  
(Households (000) & %)

{

12,370  
15.9

SATURDAY NIGHT  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

7,470  
9.6  
30

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

9.7\*  
27\*  
10.1

9.9\*  
31\*  
9.7

9.3

9.0\*  
32\*  
8.4

TOTAL AUDIENCE  
(Households (000) & %)

{

5,040  
7.5  
ABC  
WEEKEND  
REPORT-  
SAT.

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

5,600  
7.2

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

14  
7.2

TOTAL AUDIENCE  
(Households (000) & %)

{

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

TOTAL AUDIENCE  
(Households (000) & %)

{

11,670  
15.0

SATURDAY NIGHT  
(11:30-12:55AM)  
(SUSTAINING 12:55-1:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

6,540  
8.4

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

%

9.2\*  
24\*  
9.3

8.5\*  
26\*  
8.5

8.1

7.4\*  
27\*  
6.5

TV HOUSEHOLDS USING TV

(See Def. 1)

WK. 1

46.8

42.3

36.9

34.3

32.3

30.7

28.5

26.5

23.2

20.9

18.8

17.0

15.1

13.5

11.9

11.0

WK. 2

51.2

46.4

39.7

36.9

34.0

31.4

28.8

25.8

23.0

21.3

19.7

17.1

15.4

13.9

11.9

10.7

U.S. TV Households: 77,800,000

For explanation of symbols, see page A.

EVE.SAT. MAY 9, 1981



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 10,740 13.8				{ 19,450 25.0				{ 20,230 26.0								
		THOSE AMAZING ANIMALS (R)																	
		RIPLEY'S BELIEVE IT-NOT (OP)																	
		ABC SUNDAY NIGHT MOVIE THE SEDUCTION OF JOE TYNAN (SUSTAINING 11:00-11:15PM)																	
AVERAGE AUDIENCE (Households (000) & %)	{	7,550					15,170				11,280								
	%	9.7	8.8*			10.5*	19.5	18.6*		20.4*	14.5	14.5*		14.1*		14.4*	14.2*		
	%	19	18 *			20 *	33	33 *		33 *	24	23 *		22 *		23 *	24 *		
	%	8.6	8.1	10.2	10.9	18.1	19.2	20.4	20.3	15.1	13.9	14.1	14.1	14.6	14.2	12.9	14.4		
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	22,640 29.1					12,910 16.6	13,230 17.0	17,040 21.9				18,280 23.5	18,830 24.2				
	60 MINUTES (R)																		
	ARCHIE BUNKER'S PLACE ONE DAY AT A TIME (OP)																		
	ALICE JEFFERSONS (R) TRAPPER JOHN, M.D.																		
AVERAGE AUDIENCE (Households (000) & %)	{	17,820					11,200	11,590	15,090				16,420	14,940					
	%	22.9	22.2*			23.5*	14.4	14.9	19.4				21.1	19.2					
	%	44	45 *			44 *	26	24	30				33	32					
	%	21.2	23.2	23.9	23.1	14.3	14.5	14.1	15.7	18.3	20.5	20.8	21.5	19.6	19.8	18.9	18.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	11,980 15.4					16,260 20.9	26,140 33.6										
	DISNEY'S WONDERFUL WORLD DISNEY'S GREATEST DOG STARS(R)																		
	CHIPS (OP)																		
	BIG EVENT MURDER IN TEXAS, PART 1(BUS-OP)																		
AVERAGE AUDIENCE (Households (000) & %)	{	8,170					12,290				17,350								
	%	10.5	9.5*			11.6*	15.8	14.1*		17.5*	22.3	23.0*		22.2*		21.9*	22.2*		
	%	20	19 *			22 *	27	25 *		29 *	36	36 *		35 *		35 *	38 *		
	%	9.1	10.0	11.1	12.0	13.4	14.9	16.9	18.2	22.5	23.5	22.3	22.1	22.1	21.6	22.3	22.1		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	7,940 10.2	8,560 11.0	12,760 16.4				22,870 29.4									
		BENJI AT MARINELAND PINK AT FIRST SIGHT PERRY COMO SPECIAL (OP)																	
		ABC SUNDAY NIGHT MOVIE THE MAIN EVENT (SUSTAINING 11:03-11:15PM)																	
AVERAGE AUDIENCE (Households (000) & %)	{	6,770		7,390			9,340				15,640								
	%	8.7		9.5			12.0	11.5*		12.5*	20.1	18.6*		19.8*		21.1*	20.9*		
	%	18		18			21	21 *		21 *	33	30 *		32 *		35 *	36 *		
	%	8.6	8.9	8.8	10.1	11.6	11.4	12.3	12.8	18.0	19.2	19.8	19.8	21.2	20.9	20.9	20.8		
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	21,010 27.0					13,850 17.8	13,690 17.6	13,300 17.1				14,000 18.0	15,400 19.8				
	60 MINUTES (R)																		
	ARCHIE BUNKER'S PLACE ONE DAY AT A TIME (OP)																		
	ALICE JEFFERSONS (R) TRAPPER JOHN, M.D.																		
AVERAGE AUDIENCE (Households (000) & %)	{	15,950					11,980	12,140	11,590				12,370	12,990					
	%	20.5	19.5*			21.5*	15.4	15.6	14.9				15.9	16.7					
	%	40	40 *			41 *	28	26	24				26	28					
	%	18.7	20.3	21.7	21.3	15.1	15.8	15.1	16.0	14.3	15.5	15.4	16.4	14.9	16.6	17.6	17.6		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	12,060 15.5					19,140 24.6	21,470 27.6										
	DISNEY'S WONDERFUL WORLD THE BOATNIKS, PART 1(R)																		
	CHIPS (OP)																		
	ALL-STAR SALUTE-MOTHER (OP)																		
AVERAGE AUDIENCE (Households (000) & %)	{	8,710					14,940				13,540								
	%	11.2	10.3*			12.0*	19.2	18.0*		20.3*	17.4	19.5*		17.9*		17.2*	14.9*		
	%	22	21 *			23 *	33	32 *		34 *	29	31 *		29 *		28 *	26 *		
	%	9.7	11.0	11.6	12.4	17.5	18.5	19.9	20.8	19.9	19.0	18.2	17.7	17.6	16.7	15.7	14.2		
TV HOUSEHOLDS USING TV		WK. 1	48.7	51.0	53.0	54.1	54.8	57.5	59.9	62.7	63.6	64.8	63.8	63.5	62.4	61.2	59.5	58.5	
(See Def. 1)		WK. 2	47.9	50.3	52.5	53.4	54.8	56.7	58.5	61.0	61.7	62.4	62.0	62.6	61.0	60.2	59.1	56.9	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,970 5.1													
	ABC TV	(1)		ARG WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,580 4.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		11 4.6													
1	TOTAL AUDIENCE (Households (000) & %)	{	6,220 8.0														
	CBS TV			CBS SUNDAY NEWS- BRADLEY													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,910 7.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 7.6														
1	TOTAL AUDIENCE (Households (000) & %)	{		2,960 3.8													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		1,950 2.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		10 2.7													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,030 3.9													
	ABC TV	(2)		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,960 3.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		9 3.8													
2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4														
	CBS TV			CBS SUNDAY NEWS- BRADLEY													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.3														
2	TOTAL AUDIENCE (Households (000) & %)	{		3,350 4.3													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		1,790 2.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		10 2.5													
TV HOUSEHOLDS USING TV		WK. 1	51.4	42.8	35.0	29.8	26.1	24.2	21.6	19.2	16.4	13.9	10.6	7.9	6.8	5.8	5.5
(See Def. 1)		WK. 2	51.6	41.7	34.6	29.6	24.7	21.8	18.7	16.7	14.5	12.6	10.9	8.6	7.3	6.3	5.3

U.S. TV Households: 77,800,000

(1) ABC SUNDAY NIGHT MOVIE, THE SEDUCTION OF JOE TYNAN, ABC, (9:00-11:10PM) (SUSTAINING 11:10-11:15PM)

A-19 (2) ABC SUNDAY NIGHT MOVIE, THE MAIN EVENT, ABC, (9:00-11:03PM) (SUSTAINING 11:03-11:15PM)

For explanation of symbols, See page A

EVE.SUN. MAY 10, 1981



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,590 5.9				4,750 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,420 4.4				3,970 5.1									
	SHARE OF AUDIENCE %	{			26				27									
	AVG. AUD. BY ¼ HR.	%			4.2	4.6			4.9	5.2								
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.5				2,880 3.7						3,350 4.3		3,660 4.7			
	CBS TV				MORNING-CHARLES KURALT		CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE M-F			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.7	2.6*		2.9*	1,870 2.4	2.3*		2.6*			2,800 3.6		3,190 4.1			
	SHARE OF AUDIENCE %	{	18	20 *		17 *	13	13 *		14 *			19		23			
	AVG. AUD. BY ¼ HR.	%	2.3	2.8	2.9	2.9	2.1	2.4	2.6	2.6			3.4	3.8	4.1	4.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,670 6.0				5,130 6.6				2,800 3.6		3,270 4.2			
	NBC TV				TODAY SHOW 7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,580 4.6				4,280 5.5				2,330 3.0		2,880 3.7			
	SHARE OF AUDIENCE %	{			27				29				16		21			
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{			3,580 4.6				4,280 5.5									
	SHARE OF AUDIENCE %	{			26				29									
	AVG. AUD. BY ¼ HR.	%			4.4	4.8			5.4	5.5								
	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.6				3,270 4.2						3,730 4.8		4,200 5.4			
	CBS TV				MORNING-CHARLES KURALT		CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	2,180 2.8	2.6*		3.0*	2,100 2.7	2.6*		2.8*			3,110 4.0		3,580 4.6			
	SHARE OF AUDIENCE %	{	18	18 *		17 *	14	14 *		15 *			21		24			
	AVG. AUD. BY ¼ HR.	%	2.3	2.9	3.1	3.0	2.4	2.7	2.9	2.8			3.8	4.3	4.5	4.7		
	TOTAL AUDIENCE (Households (000) & %)	{			4,590 5.9				4,900 6.3				2,720 3.5		3,660 4.7			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{			3,500 4.5				4,120 5.3				2,260 2.9		3,190 4.1			
	SHARE OF AUDIENCE %	{			26				28				15		21			
	AVG. AUD. BY ¼ HR.	%			4.5	4.5			5.3	5.2			2.9	2.9	4.0	4.2		
	TV HOUSEHOLDS USING TV WK. 1		8.4	11.3	13.7	15.0	16.4	17.9	18.7	19.3	19.1	18.9	18.6	18.5	18.3	18.4	17.9	18.1
	(See Def. 1) WK. 2		9.7	12.2	14.3	15.4	17.4	18.5	18.9	19.0	19.7	19.8	19.7	19.7	19.2	19.2	19.3	19.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,210 6.7				5,600 7.2		5,600 7.2		8,170 10.5				7,860 10.1			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,730 4.8				4,510 5.8		4,750 6.1		6,070 7.8				5,910 7.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	26	25 *	5.1 *	27 *	26	6.1	27	6.0	32	31 *	8.0 *	32 *	30	29 *	30 *	7.9 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,820 6.2				5,840 7.5		5,210 6.7		7,310 9.4				6,920 8.9			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	4,050 5.2				4,900 6.3		4,510 5.8		5,370 6.9				5,450 7.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	29	33	5.4	6.6	25	6.0	25	5.5	28	27 *	7.2 *	29 *	27	27 *	27 *	7.2 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,050 5.2				3,270 4.2		2,490 3.2		3,660 4.7				5,910 7.6			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.3				2,880 3.7		2,100 2.7		2,960 3.8				4,200 5.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	24	19	3.6	3.7	12	2.8	17	3.8	23	22 *	5.9 *	24 *	21	22 *	20 *	5.2 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,450 7.0				5,920 7.1		5,370 6.9		7,000 10.1				8,000 10.4			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,890 5.0				4,510 5.8		4,510 5.8		6,070 7.8				6,070 7.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	25	25 *	5.2 *	26 *	26	6.1	25	5.7	31	29 *	8.2 *	32 *	30	30 *	31 *	8.1 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3				5,910 7.6		5,210 6.7		7,310 9.4				7,080 9.1			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	4,120 5.3				5,130 6.6		4,510 5.8		5,680 7.3				5,520 7.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	27	33	5.6	6.9	25	5.8	25	5.8	29	28 *	7.5 *	30 *	27	28 *	27 *	7.2 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,590 5.9				4,120 5.3		2,650 3.4		3,580 4.6				5,840 7.5			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	3,970 5.1				3,580 4.6		2,330 3.0		2,960 3.8				3,810 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	26	23	5.2	4.6	13	3.0	17	3.8	22	22 *	5.6 *	22 *	19	20 *	18 *	4.8 *
TV HOUSEHOLDS USING TV		WK. 1	17.8	18.8	19.4	20.5	22.3	23.7	22.8	24.1	24.7	24.7	25.1	24.8	25.4	26.1	27.1
(See Def. 1)		WK. 2	19.1	19.9	20.0	21.1	22.8	23.9	23.5	25.0	25.5	25.3	25.4	25.2	25.8	25.9	26.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,800 12.6		GENERAL HOSPITAL (SUS-OP)		3,500 4.5		EDGE OF NIGHT		(S)(OP)				9,410 12.1		ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,700 9.9		9.4*		10.3*		3,110 4.0						8,320 10.7				
	SHARE OF AUDIENCE %	{ 35		34 *		35 *		14						23				
	AVG. AUD. BY ¼ HR.	{ 8.9		9.9		10.4		10.3		4.1		4.0		10.4		11.0		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,000 9.0		GUIDING LIGHT (OP)		3,660 4.7		ONE DAY AT A TIME-M-F						10,110 13.0		CBS EVENING NEWS- RATHER		
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 7.4		7.3*		7.6*		2,960 3.8						8,790 11.3				
	SHARE OF AUDIENCE %	{ 26		27 *		26 *		13						24				
	AVG. AUD. BY ¼ HR.	{ 7.2		7.4		7.6		7.5		3.5		4.1		11.0		11.5		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6		TEXAS										8,870 11.4		NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,810 4.9		4.8*		5.0*								7,940 10.2				
	SHARE OF AUDIENCE (Households (000) & %)	{ 10.3		10.3		11.0*		3,500 4.5						8,710 11.2				
	AVG. AUD. BY ¼ HR.	{ 9.1		10.2		10.9		11.1		4.6		4.3		11.0		11.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,240 9.3		GUIDING LIGHT (OP)		3,420 4.4		ONE DAY AT A TIME-M-F (MTHW)(S)(OP)						10,430 13.4		CBS EVENING NEWS- RATHER		
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,680 7.3		7.5*		7.3*		2,880 3.7						9,180 11.8				
	SHARE OF AUDIENCE %	{ 26		27 *		25 *		13						25				
	AVG. AUD. BY ¼ HR.	{ 7.5		7.5		7.0		3.5		4.0				11.7		11.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0		TEXAS										9,340 12.0		NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4		4.3*		4.6*								8,170 10.5				
	SHARE OF AUDIENCE %	{ 15		16 *		16 *								22				
	AVG. AUD. BY ¼ HR.	{ 4.3		4.2		4.5		4.8						10.1		10.8		
TV HOUSEHOLDS USING TV		WK. 1	27.0	28.3	29.4	30.1	28.1	29.2	29.9	32.0	34.0	36.1	38.1	40.4	43.5	45.5	46.0	47.3
(See Def. 1)		WK. 2	26.3	28.0	29.5	30.3	28.6	29.6	30.8	32.6	34.0	35.9	38.0	40.3	43.6	45.9	46.6	47.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,500 4.5		4,670 6.0		6,300 8.1		5,680 7.3		7,240 9.3		5,760 7.4		
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,800 3.6		3,810 4.9		5,290 6.8		4,980 6.4		5,840 7.5		4,900 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 3.2		31 4.0	5.1	33 6.6	7.1	30 6.5	6.3	34 7.3	7.6	28 6.7	6.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.5		5,130 6.6		7,390 9.5		7,390 9.5		5,680 7.3		4,750 6.1		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,800 3.6		3,970 5.1		6,070 7.8		6,150 7.9		4,590 5.9		4,050 5.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 3.2		30 4.4	5.7	38 7.4	8.2	37 7.8	7.9	27 5.9	5.8	23 5.3	5.1	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					1,950 2.5		2,490 3.2		2,100 2.7		3,350 4.3		3,730 4.8		4,820 6.2		
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,400 1.8		2,020 2.6		1,870 2.4		2,650 3.4		2,960 3.8		3,890 5.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 1.5		16 1.6		12 1.2		16 1.6		17 1.7		23 2.3		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					3,190 4.1		4,280 5.5		5,450 7.0		6,380 8.2		6,810 8.5		5,910 7.6		
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,490 3.2		3,810 4.9		4,510 5.8		5,210 6.7		5,910 7.6		4,900 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 2.6		31 3.7	5.1	31 5.4	6.2	31 6.6	6.9	33 7.8	7.4	29 6.2	6.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					2,720 3.5		4,280 5.5		5,840 7.5		6,460 8.3		5,450 7.0		4,750 6.1		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.7		3,270 4.2		4,820 6.2		5,290 6.8		4,590 5.9		3,890 5.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 2.4		26 3.1	5.0	33 5.9	6.5	32 6.7	6.9	26 6.2	5.6	23 5.0	5.0	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					2,260 2.9		3,030 3.9		3,420 4.4		4,430 5.7		4,360 5.6		4,510 5.8		
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,790 2.3		2,490 3.2		2,600 3.6		3,730 4.8		3,730 4.8		3,810 4.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.0		20 2.7	3.2	20 3.5	3.6	23 4.8	4.8	21 4.8	4.7	22 4.9	5.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.7	6.2	7.6	9.4	12.0	14.2	16.2	17.7	19.8	21.4	21.0	21.5	21.8	22.2	22.4	22.0
		WK. 2	5.5	6.2	7.2	8.7	11.1	13.3	15.4	17.0	18.0	19.5	21.0	21.9	23.0	22.3	21.6	21.9
U.S. TV Households: 73,000,000																		

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. MAY 9, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,520 7.1	4,900 6.3		4,590 5.9		5,760 7.4									
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280 5.5	4,120 5.3		3,970 5.1		3,420 4.4	4.3*				4.5*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 5.4	25 5.5	5.4	22 5.2	5.0	18 5.1	18*	4.3			18*	4.4			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,370 6.9	5,600 7.2		4,670 6.0		4,900 6.3		5,060 6.5		4,430 5.7					
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.7	4,430 5.7		3,970 5.1		3,970 5.1		4,120 5.3		3,270 4.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 5.5	25 6.0	5.8	22 5.6	5.1	22 5.1	22	22	5.5	17	4.5	4.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,200 5.4	3,810 4.9		2,720 3.5		2,020 2.6		4,050 5.2	10,430 13.4						
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		(1) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.5	3,190 4.1		2,330 3.0		1,560 2.0		3,270 4.2	4,430 5.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.7	18 4.1		13 3.0		8 2.0		17 4.2	22 5.7		5.6*	23*	6.0*	5.9*	22*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,060 6.5	4,590 5.9		3,660 4.7		5,680 7.3									
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2	3,580 4.6		2,960 3.8		3,270 4.2	3.8*			4.6*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.3	21 5.1	4.6	18 3.6	4.0	19 3.8	18*			21*	4.6				
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,060 6.5	4,980 6.4		4,980 6.4		4,120 5.3		4,750 6.1		3,890 5.0					
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 5.3	4,050 5.2		4,360 5.6		3,500 4.5		3,890 5.0		2,880 3.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.5	24 5.1	5.3	26 5.6	5.5	21 4.2	18	23	4.9	16	5.0	3.8	3.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0	4,510 5.8		2,800 3.6		1,790 2.3						3,970 5.1	12,290 15.8		
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER						(2) (-OP)	NBC MAJOR LEAGUE GAME HOUSTON VS CINCINNATI SAN FRANCISCO VS MONTREAL (2:17-5:13PM)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.6	3,660 4.7		2,330 3.0		1,630 2.1						3,810 4.9	4,900 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.7	22 4.6	4.8	14 3.0	3.0	10 2.2	2.0					22 4.8	23 5.3	27* 6.3	24.5
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		WK. 2	21.9	22.4	22.5	22.8	22.9	23.2	23.3	23.7	24.1	24.1	24.2	25.5	25.9	27.2	26.8
U.S. TV Households: 77,800,000			21.8	21.6	21.6	21.3	20.9	22.2	21.8	22.2	21.8	22.6	23.0	23.6	23.0	23.1	22.8

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:22PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A

DAY SAT. MAY 9, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

		DAY SAT. MAY 2, 1981																
		TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45																
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
W	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
TV HOUSEHOLDS USING TV (See Def. 1)	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	

U.S. TV Households: 77,800,000

(1) ABC WIDE WORLD-SPORTS SAT, ABC, (4:00-5:00PM) (6:06-6:30PM)

For explanation of symbols See page A

DAY SAT. MAY 9, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W	TOTAL AUDIENCE (Households (000) & %)																	1,790 2.3					
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:03AM)					
	AVERAGE AUDIENCE (Households (000) & %)																	1,560					
	SHARE OF AUDIENCE %																	2.0					
	AVG. AUD. BY ¼ HR. %																	10 1.8 2.1					
E	TOTAL AUDIENCE (Households (000) & %)																	5,760 7.4					
	CBS TV																	MIGHTY MOUSE/ HECKLE-JECKL (SUS)(OP)	THREE ROBONIC STOOGES (SUS)(SUS-OP)	SUNDAY MORNING	FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)																	3,110					
	SHARE OF AUDIENCE %																	4.0	3.7*	4.2*	4.1*		
	AVG. AUD. BY ¼ HR. %																	23	24 *	24 *	21 *		
K	TOTAL AUDIENCE (Households (000) & %)																	3.5	3.8	4.1	4.4	4.1	4.0
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
1	TOTAL AUDIENCE (Households (000) & %)																						
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
W	TOTAL AUDIENCE (Households (000) & %)																						
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
E	TOTAL AUDIENCE (Households (000) & %)																						
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
K	TOTAL AUDIENCE (Households (000) & %)																						
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
2	TOTAL AUDIENCE (Households (000) & %)																						
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
2	TOTAL AUDIENCE (Households (000) & %)																						
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
TV HOUSEHOLDS USING TV WK. 1		4.1	4.9	5.5	6.1	7.8	9.5	10.8	13.1	15.8	16.9	17.9	18.5	19.3	20.3	19.7	20.1						
(See Def. 1) WK. 2		4.0	4.6	5.3	6.6	7.8	9.2	10.5	12.4	14.2	15.5	16.4	18.2	19.6	20.6	20.8	20.8						
U.S. TV Households: 77,800,000																							

TV HOUSEHOLDS USING TV		WK. 1	4.1	4.9	5.5	6.1	7.8	9.5	10.8	13.1	15.8	16.9	17.9	18.5	19.3	20.3	19.7	20.1
(See Def. 1)		WK. 2	4.0	4.6	5.3	6.6	7.8	9.2	10.5	12.4	14.2	15.5	16.4	18.2	19.6	20.6	20.8	20.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,260 2.9		{ 2,180 2.8		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3	
	ABC TV	{ KIDS ARE PEOPLE TOO II (11:00-11:30AM) (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3		{ 2,570 3.3	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,020 2.6		{ 1,630 2.1		{ 2,020 2.6		{ 2,020 2.6		{ 2,020 2.6		{ 2,020 2.6		{ 2,020 2.6		{ 2,020 2.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 2.6		{ 10 2.0		{ 12 2.7		{ 12 2.7		{ 12 2.7		{ 12 2.7		{ 12 2.7		{ 12 2.7	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.6		{ 3,580 4.6		{ 14,160 18.2		{ 14,160 18.2		{ 14,160 18.2		{ 14,160 18.2		{ 14,160 18.2		{ 14,160 18.2	
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ CBS SPORTS SUNDAY (1:00-3:30PM)		{ CBS SPORTS SUNDAY (1:00-3:30PM)		{ CBS SPORTS SUNDAY (1:00-3:30PM)		{ CBS SPORTS SUNDAY (1:00-3:30PM)		{ CBS SPORTS SUNDAY (1:00-3:30PM)		{ CBS SPORTS SUNDAY (1:00-3:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 2,960 3.8		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 19 3.7		{ 19 3.7		{ 27 5.2		{ 23 * 6.1		{ 26 * 7.1		{ 26 * 7.1		{ 25 * 6.9		{ 28 * 8.5	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 2,960 3.8		{ 5,210 6.7		{ 5,210 6.7		{ 5,210 6.7		{ 5,210 6.7		{ 5,210 6.7		{ 5,210 6.7	
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)		{ HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,410 3.1		{ 2,410 3.1		{ 1,870 2.4		{ 1,870 2.4		{ 1,870 2.4		{ 1,870 2.4		{ 1,870 2.4		{ 1,870 2.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.0		{ 14 3.0		{ 7 3.5		{ 7 3.5		{ 7 3.5		{ 7 3.5		{ 7 3.5		{ 7 3.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 2,650 3.4		{ 2,800 3.6		{ 2,800 3.6		{ 4,510 5.8		{ 4,510 5.8		{ 4,510 5.8		{ 4,510 5.8	
	ABC TV	{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)(SUS-OP)		{ TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)(SUS-OP)		{ TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)(SUS-OP)		{ TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,100 2.7		{ 1,630 2.1		{ 2,020 2.6		{ 2,020 2.6		{ 1,710 2.2		{ 1,710 2.2		{ 1,710 2.2		{ 1,710 2.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 2.5		{ 9 2.1		{ 11 2.9		{ 11 2.9		{ 7 1.8		{ 7 1.8		{ 7 1.8		{ 7 1.8	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 2,650 3.4		{ 16,030 20.6		{ 16,030 20.6		{ 16,030 20.6		{ 16,030 20.6		{ 16,030 20.6		{ 16,030 20.6	
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)		{ NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,020 2.6		{ 2,020 2.6		{ 8,400 10.8		{ 8,400 10.8		{ 8,400 10.8		{ 8,400 10.8		{ 8,400 10.8		{ 8,400 10.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 2.5		{ 12 2.5		{ 35 6.7		{ 29 * 8.5		{ 35 * 10.2		{ 35 * 11.0		{ 34 * 10.9		{ 35 * 11.0	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1	
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2		{ 2,490 3.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.3		{ 14 3.3		{ 14 3.3		{ 14 3.3		{ 14 3.3		{ 14 3.3		{ 14 3.3		{ 14 3.3	
TV HOUSEHOLDS USING TV		WK. 1	20.5	21.0	21.4	21.8	22.1	22.7	23.2	24.1	25.6	26.8	27.8	29.1	29.2	30.1	31.6
(See Def. 1)		WK. 2	21.8	22.4	23.0	23.0	22.7	23.5	22.8	24.0	25.9	28.1	30.3	31.2	31.4	32.2	32.4
U.S. TV Households. 77,800,000																	

For explanation of symbols, See page A

DAY SUN. MAY 10, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,910 7.6					9,260 11.9									6,770 8.7
	ABC TV			AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)			3,660 4.7	4.5*			4,900 6.3	6.3*			6.1*		6.6*			5,520 7.1	
	SHARE OF AUDIENCE %			14	13 *			17	17 *			16 *		16 *			16	
WEEK 1	AVG. AUD. BY ¼ HR. %			4.5	4.5	4.6	5.1	6.2	6.4	6.3	5.9	6.3	7.0			7.0	7.3	
	TOTAL AUDIENCE (Households (000) & %)			19,760 25.4													9,490 12.2	
	CBS TV			CBS SPORTS SUNDAY (1:00-3:30PM)	NBA PLAYOFF-GM.1 BOSTON VS PHILADELPHIA (3:30-6:05PM)												CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			10,810 13.9	11.8*			13.4*	13.2*			14.6*		16.2*			7,310 9.4	
WEEK 1	SHARE OF AUDIENCE %			30	39	36 *		39 *	36 *			40 *		41 *			21	
	AVG. AUD. BY ¼ HR. %			9.5	9.8	11.1	12.5	13.4	13.4	12.6	13.8	14.3	14.9	15.8	16.5	16.5	8.5	10.3
	TOTAL AUDIENCE (Households (000) & %)							6,690 8.6									6,770 8.7	
	NBC TV			HOUSTON OPEN GOLF-SUN. (2:30-4:30PM)				SPORTSWORLD								NBC NIGHTLY NEWS-SUN.		
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)			2.6*		2.1*		3,660 4.7	4.4*			4.8*		4.9*			5,370 6.9	
	SHARE OF AUDIENCE %			8 *		6 *		13	12 *			13 *		12 *			16	
	AVG. AUD. BY ¼ HR. %			2.7	2.5	2.2	1.7	1.8	4.0	4.7	4.8	4.8	4.8	5.1			6.9	
	TOTAL AUDIENCE (Households (000) & %)			5,600 7.2					9,100 11.7									6,290 6.8
WEEK 2	ABC TV			TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)	AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,420 2.6*	4.4	4.2*		4,430 5.7	4.7*			6.1*		6.3*			4,430 5.7	
	SHARE OF AUDIENCE %			7 *	12	12 *		15	13 *			16 *		16 *			13	
	AVG. AUD. BY ¼ HR. %			2.7	2.5	4.0	4.4	4.6	4.5	4.3	5.0	6.0	6.3	6.1	6.5		5.8	5.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			13,850 17.8													8,090 10.4	
	CBS TV			NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:30PM) (OP)	CBS SPORTS SUNDAY (3:54-6:00PM) (OP)												CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			6,300 13.3*	8.1	8.5*		8.3*	8.1*			8.1*		7.7*			6,610 8.5	
	SHARE OF AUDIENCE %			39 *	22	24 *		23 *	22 *			22 *		21 *			19	
WEEK 2	AVG. AUD. BY ¼ HR. %			12.8	13.8	8.6	8.4	8.3	9.3	8.1	8.2	7.9	8.2	8.0	7.3		8.2	8.9
	TOTAL AUDIENCE (Households (000) & %)							10,810 13.9									5,990 7.7	
	NBC TV							SPORTSWORLD								NBC NIGHTLY NEWS-SUN.		
	AVERAGE AUDIENCE (Households (000) & %)							4,750 6.1	6.4*			6.3*		5.5*		6.1*		4,900 6.3
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %							17	18 *			17 *		15 *		16 *		14
	AVG. AUD. BY ¼ HR. %							6.2	6.7	6.9	5.7	5.4	5.6	5.9	6.2		6.0	6.6
	WK. 1	32.5	32.5	33.0	34.1	34.3	35.1	36.8	38.6	38.8	39.4	40.4	42.4	42.5	42.8	43.2	45.2	
	WK. 2	34.4	35.3	35.4	35.6	36.7	37.8	37.9	38.3	37.5	38.3	39.2	39.5	41.6	43.2	44.0	44.9	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY																			
ABC SPECIAL REPORT-2(SUS)	2	9.10- 9.12PM	9.00																
EVENING TUESDAY																			
CBS CBS TUESDAY NIGHT MOVIES	1	9.36-11.31PM	→GRID 11.00 11.15 11.30	22,870	29.4	15,250	19.6	34	21.3 20.7 15.3										
NBC NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45																
EVENING WEDNESDAY																			
NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45																
EVENING THURSDAY																			
NBC COUNTRY MUSIC AWARDS(S)	1	9.00-11.02PM	→GRID 11.00	22,720	29.2	14,630	18.8	31	17.4										
NBC NBC NEWS UPDATE-2-THU(SUS)	2	10.01-10.02PM	10.00																
EVENING FRIDAY																			
NBC NEWS UPDATE-2-FRI(SUS)	1	10.05-10.06PM	10.00																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,730	21.5	16,730	21.5	38	21.5		16,260	20.9	16,260	20.9	36	20.9			
CBS NEWSBREAK-SAT.	1	9.04- 9.05PM	9.00	7,940	10.2	7,940	10.2	19	10.2										
	2	9.10- 9.11PM	9.00								8,400	10.8	8,400	10.8	20	10.8			
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,470	9.6	7,470	9.6	19	9.6		8,640	11.1	8,640	11.1	21	11.1			
NBC NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45																
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	6,920	8.9	6,920	8.9	16	8.9										
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	13,300	17.1	13,300	17.1	27	17.1		12,060	15.5	12,060	15.5	25	15.5			
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,750	15.1	11,750	15.1	24	15.1		10,040	12.9	10,040	12.9	21	12.9			
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	13,230	17.0	13,230	17.0	27	17.0		14,320	18.4	14,320	18.4	30	18.4			
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.56- 9.57PM	9.45																
NBC NBC NEWS UPDATE-2 SUN.	2	10.02-10.03PM	10.00								12,450	16.0	12,450	16.0	26	16.0			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF -M-F	2	>	8.45								12,600	16.2	12,600	16.2	26	15.4 M-F			
	1	>	9.15 9.45 10.00	11,900	15.3	11,750	15.1	24	11.8 15.6 16.9	M-F M-W TUE.						16.7 TU-TH			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,850	8.8	5,520	7.1	22	7.8 6.3 5.8	M-W M-W TUE. THU. FRI.	6,920	8.9	5,600	7.2	21	7.8 M-F 6.6 M-F			
ABC DEMO REPLY/PRES ADDRESS(SUS)	1	11.30-12.00MD	11.30																
ABC KENTUCKY DERBY SPECIAL(S) CONT'D	1	11.30-12.40AM	11.30	8,560	11.0	4,280	5.5	16	7.3										
A-39 U.S. TV HOUSEHOLDS: 77,800,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.				*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)											

A-39 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
ABC KENTUCKY DERBY SPECIAL(S)-CONT'D																		
			11.45					6.6* 18*	5.8	FRI.								
			12.00						5.4	FRI.								
			12.15					4.9* 16*	4.4	FRI.								
			12.30						4.1	FRI.								
ABC CHARLIE'S ANGELS-12.00	1	12.00- 1.07AM	12.00	3,580	4.6	2,570	3.3	16	3.4	THU.	5,210	6.7	3,500	4.5	21	4.8	THU.	
	2	12.00- 1.08AM	12.00													4.5	THU.	
			12.15					3.5* 15*	3.5	THU.						4.6* 18*	4.7	THU.
			12.30						3.3	THU.							4.4	THU.
			12.45					3.2* 18*	3.1	THU.						4.5* 23*	4.4	THU.
			1.00						3.1	THU.						4.0	THU.	
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,810	4.9	2,330	3.0	14	3.5	MON.	3,500	4.5	2,180	2.8	13	3.3	MON.	
	2	12.00- 1.10AM	12.00													3.1* 13*	3.0	MON.
			12.15					3.4* 14*	3.3	MON.							2.9	MON.
			12.30						2.8	MON.							2.7	MON.
			12.45					2.8* 15*	2.8	MON.						2.8* 15*	2.1	MON.
			1.00						2.5	MON.							2.1	MON.
ABC FRIDAYS	2	12.00- 1.11AM	12.00								6,850	8.8	4,200	5.4	21	6.5	FRI.	
			12.15													6.3* 21*	6.2	FRI.
			12.30														5.2	FRI.
			12.45													4.8* 20*	4.3	FRI.
ABC LOVE BOAT-12.00		12.00- 1.08AM	1.00													4.5	FRI.	
			12.00	6,220	8.0	4,120	5.3	26	5.1	WED.	4,750	6.1	3,350	4.3	19	4.5	WED.	
			12.15					5.2* 22*	5.4	WED.						4.4* 17*	4.3	WED.
			12.30						5.4	WED.							4.2	WED.
			12.45					5.3* 28*	5.3	WED.						4.2* 20*	4.3	WED.
			1.00						4.9	WED.						4.0	WED.	
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.02- 1.14AM	12.00	3,810	4.9	2,650	3.4	16	4.1	TUE.	5,680	7.3	3,660	4.7	21	5.5	TUE.	
	2	12.00- 1.11AM	12.00													5.2* 20*	4.8	TUE.
			12.15					3.9* 16*	3.8	TUE.							4.5	TUE.
			12.30						3.4	TUE.							4.2	TUE.
			12.45					3.3* 17*	3.2	TUE.						4.3* 22*	4.2	TUE.
			1.00						2.9	TUE.						4.1	TUE.	
ABC ABC NEWS:NIGHTLINE-FRI(B)	1	12.40- 1.10AM	12.30	3,500	4.5	2,880	3.7	15	4.0	FRI.								
			12.45						3.8	FRI.								
			1.00						3.4	FRI.								
ABC FRIDAYS PART 2	2	1.11- 1.20AM	1.00								3,660	4.7	3,270	4.2	21	4.3	FRI.	
			1.15													4.0	FRI.	
	2	1.20- 1.29AM (SUS)																
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.14- 1.34AM	1.00	2,260	2.9	2,020	2.6	18	2.6	TUE.	3,110	4.0	3,030	3.9	27	4.0	TUE.	
	2	1.11- 1.35AM	1.00													3.8	TUE.	
			1.15						2.6	TUE.						3.8	TUE.	
			1.30						2.7	TUE.								
	1	1.34- 2.15AM (SUS)																
	2	1.35- 2.40AM (SUS)																
CBS NEWSBREAK-M-F		>	8.45	11,280	14.5	11,200	14.4	24	14.1	M-F	10,270	13.2	10,190	13.1	21	12.8	M-F	
			9.45						15.7	WED.								
CBS LATE MOVIE I CONT'D		>	11.30	8,090	10.4	5,450	7.0	28	8.6	MTUTH	8,250	10.6	5,290	6.8	23	7.8	MWF	

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
CBS LATE MOVIE I-CONT'D				11.45			8.7*	27*	8.7	M & TH				7.5*	22*	7.1	MWF	
				12.00					7.0	MTUTH					6.7	MWF		
				12.15			6.8*	28*	6.5	MTUTH				6.6*	25*	6.6	MWF	
				12.30					6.0	MTUTH						5.8	MWF	
				12.45			5.5*	28*	5.4	MTUTH								
				1.00					5.4	TUE.								
				1.15					5.3	TUE.								
VARIOUS TIMES (SUS)																		
CBS NBA CHAMPIONSHIP GAME 1(S)				2 11.30- 1.52AM	11.30							10,040 12.9	4,510	5.8	26	9.5	TUE.	
					11.45									8.6*	25*	7.8	TUE.	
					12.00										6.5	TUE.		
					12.15									6.3*	24*	6.1	TUE.	
					12.30										5.4	TUE.		
					12.45									5.1*	26*	4.7	TUE.	
					1.00										4.5	TUE.		
					1.15									4.3*	28*	4.2	TUE.	
					1.30										4.3	TUE.		
					1.45									4.2*	33*	4.0	TUE.	
CBS NBA CHAMPIONSHIP GAME 2(S)				2 11.30- 2.03AM	11.30							9,180 11.8	4,050	5.2	25	8.4	THU.	
					11.45									8.1*	25*	7.7	THU.	
					12.00										6.6	THU.		
					12.15													
					12.30													
					12.45													
					1.00													
					1.15													
					1.30													
					1.45													
					2.00													
CBS NBA ON CBS-FRI(S)				1 11.30- 2.06AM	11.30	11,830 15.2	5,130	6.6	25	9.4	FRI.				6.2*	24*	5.7	THU.
					11.45					8.1	FRI.					5.0	THU.	
					12.00					7.1	FRI.					4.3	THU.	
					12.15					6.7*	21*					3.9	THU.	
					12.30					6.3	FRI.					3.6	THU.	
					12.45					6.0	FRI.					3.6	THU.	
					1.00					6.2	FRI.					3.6	THU.	
					1.15					6.2	FRI.					3.6	THU.	
					1.30					5.9	FRI.					3.3	THU.	
					1.45					5.8	FRI.							
					2.00					6.0	FRI.							
										5.4	FRI.							
CBS NBA ON CBS-WED(S)				1 11.30- 2.07AM	11.30	10,040 12.9	4,510	5.8	29	7.3	WED.							
					11.45					7.1*	21*							
					12.00					6.9	WED.							
					12.15					6.4	WED.							
					12.30					6.2*	26*							
					12.45					5.3	WED.							
					1.00					5.1*	27*							
					1.15					4.8	WED.							
					1.30					5.2*	35*							
										5.4	WED.							
CONT'D										5.4	WED.							



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			1.45					5.3* 47*	5.3	WED.								
CBS NBA ON CBS-WED.(S)-CONT'D			2.00						5.5	WED.								
CBS LATE MOVIE II		>	12.30	4,430	5.7	3,810	4.9	31	5.3	MTUTH	4,510	5.8	3,730	4.8	26	5.1	MWF	
			12.45					4.2* 24*	5.0	M & TH						5.0	MWF	
			1.00						4.9	MTUTH						4.7	MWF	
			1.15						4.8	MTUTH						4.4	MWF	
			1.30						5.1	TUE.						4.5	FRI.	
			1.45					4.9* 37*	4.8	TUE.								
			2.00						4.6	TUE.								
		VARIOUS TIMES (SUS)																
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	9,880	12.7	9,880	12.7	21	12.7	M-F	11,050	14.2	11,050	14.2	24	14.2	M-F	
NBC NBC NEWS UPDATE-2-M-F		>	9.45	10,110	13.0	10,110	13.0	21	17.0	TU&TH	13,380	17.2	13,380	17.2	27	17.2	MWF	
			10.15						8.9	TUE.								
NBC TONIGHT SHOW		>	11.30	8,710	11.2	4,820	6.2	21	7.7	M-F	9,410	12.1	5,910	7.6	25	9.0	M-F	
			11.45					7.1* 21*	6.5	M-F						8.1	M-F	
			12.00						5.8	M-F						7.4	M-F	
			12.15					5.5* 21*	5.1	M-F						6.0	M-F	
			12.30						4.6	THU.								
NBC MIDNIGHT SPECIAL	1	12.30- 2.00AM	12.30	5,290	6.8	2,410	3.1	14	4.9	FRI.								
			12.45					4.3* 16*	3.8	FRI.								
			1.00						3.2	FRI.								
			1.15					3.0* 14*	2.7	FRI.								
			1.30						2.1	FRI.								
			1.45					2.0* 11*	1.8	FRI.								
NBC TOMORROW COAST TO COAST-1		>	12.30	3,270	4.2	2,720	3.5	19	3.8	M-TH	3,500	4.5	3,030	3.9	20	4.2	M-TH	
			12.45						3.2	M-TH						3.6	M-TH	
			1.00						3.2	THU.								
NBC WOODSTOCK...RELIVED(S)	2	12.30- 2.30AM	12.30								5,450	7.0	2,720	3.5	19	4.5	FRI.	
			12.45													4.2* 18*	3.8	FRI.
			1.00													3.3	FRI.	
			1.15													3.2* 16*	3.1	FRI.
			1.30													3.3	FRI.	
			1.45													3.2* 20*	3.1	FRI.
			2.00													3.2	FRI.	
			2.15													3.3	FRI.	
NBC TOMORROW COAST TO COAST-2		>	1.00	2,800	3.6	1,870	2.4	18	2.6	M-TH	2,800	3.6	2,020	2.6	19	3.1	M-TH	
			1.15					2.6* 18*	2.5	M-TH						2.9* 19*	2.7	M-TH
			1.30						2.3	M-TH						2.3	M-TH	
			1.45					2.2* 19*	2.2	M-TH						2.2* 18*	2.2	M-TH
			(SUS)															
DAY MONDAY-FRIDAY																		
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45															
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	5,760	7.4	5,450	7.0	28	7.0	M-F							M-F	
	2	1.57- 1.59PM	1.45															
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								5,910	7.6	5,680	7.3	29	7.3	M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45														M-F	
																	M-F	

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	8,320	10.7	5,130	6.6 6.1*	20 19*	6.3 5.8 7.1 7.1	WED. WED. WED. WED.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F						M-F	
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F						M-F	
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00 10.15 10.30 10.45								4,050	5.2	2,410	3.1 3.4*	16 18*	3.6 3.1 3.0 2.7	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,360	5.6	4,280	5.5	28	5.5	M-F	4,510	5.8	4,360	5.6	27	5.6	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,750	6.1	4,510	5.8	19	5.8	M-F	4,280	5.5	4,050	5.2	17	5.2	
CBS FESTIVAL OF LIVELY ARTS(S)	2	4.00- 4.30PM	4.00 4.15								4,430	5.7	3,660	4.7	17	4.5 5.0	
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,500	4.5	3,270	4.2	33	4.2		3,030	3.9	2,960	3.8	30	3.8	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	5,910	7.6	5,450	7.0	32	7.0		5,520	7.1	5,130	6.6	30	6.6	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,750	6.1	4,510	5.8	26	5.8		5,450	7.0	4,820	6.2	28	6.2	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,200	5.4	3,500	4.5	20	4.5		4,050	5.2	3,500	4.5	21	4.5	
ABC KENTUCKY DERBY(S)	1	5.00- 6.06PM	+GRID 6.00	17,190	22.1	12,450	16.0	46	15.4								
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,500	4.5	3,270	4.2	30	4.2		2,720	3.5	2,570	3.3	25	3.3	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,370	6.9	4,980	6.4	36	6.4		4,360	5.6	4,120	5.3	31	5.3	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,770	8.7	6,610	8.5	40	8.5		5,290	6.8	5,210	6.7	34	6.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,750	6.1	4,430	5.7	26	5.7		4,360	5.6	4,200	5.4	24	5.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,200	5.4	3,660	4.7	21	4.7		4,280	5.5	3,970	5.1	23	5.1	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,670	6.0	4,510	5.8	26	5.8		4,120	5.3	4,050	5.2	24	5.2	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,750	6.1	4,280	5.5	24	5.5		4,430	5.7	4,120	5.3	25	5.3	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,890	5.0	3,500	4.5	19	4.5		4,430	5.7	4,050	5.2	23	5.2	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,510	5.8	4,120	5.3	22	5.3		3,730	4.8	3,500	4.5	20	4.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,430	5.7	3,890	5.0	21	5.0		4,050	5.2	3,420	4.4	20	4.4	
CBS TOURN. OF CHAMPIONS-SAT.(S)	1	3.30- 5.09PM	+GRID 5.00	5,370	6.9	2,570	3.3	12	3.2								
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,950	2.5	1,870	2.4	19	2.4		2,490	3.2	2,410	3.1	24	3.1	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	1,320	1.7	1,240	1.6	10	1.6		2,410	3.1	2,100	2.7	16	2.7	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,260	2.9	2,180	2.8	14	2.8		2,960	3.8	2,800	3.6	19	3.6	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	2,720	3.5	2,570	3.3	15	3.3		3,660	4.7	3,500	4.5	21	4.5	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,500	4.5	3,350	4.3	19	4.3		4,050	5.2	3,890	5.0	23	5.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,200	5.4	4,200	5.4	25	5.4		3,580	4.6	3,350	4.3	13	4.3	



## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,350	4.3	3,190	4.1	18	4.1		3,500	4.5	3,350	4.3	20	4.3			
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,500	4.5	3,420	4.4	19	4.4		3,500	4.5	3,270	4.2	19	4.2			
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,020	2.6	1,870	2.4	10	2.4		2,100	2.7	2,020	2.6	12	2.6			
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.22PM	→GRID 1.15	4,050	5.2	3,270	4.2	17	4.7										
	2	2.00- 2.17PM	→GRID 2.15								3,970	5.1	3,810	4.9	22	5.2			
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.03AM	→GRID 11.00	1,790	2.3	1,560	2.0	10	2.3										
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,180	2.8	1,950	2.5	12	2.5		2,260	2.9	2,260	2.9	13	2.9			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,710	2.2	10	2.2		1,950	2.5	1,790	2.3	10	2.3			
ABC SPECIAL REPORT-1(SUS)	2	2.02- 2.03PM	2.00																
CBS IN THE NEWS- 8.26AM-SUN.	1	8.26- 8.29AM	8.15	470	.6	390	.5	5	.5										
CBS IN THE NEWS-8.26AM-SUN.(SUS)	2	8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.56AM-SUN.(SUS)		8.56- 8.59AM	8.45																
CBS NBA CHAMPIONSHIP GAME 4(S)	2	1.00- 3.34PM	→GRID								16,030	20.6	8,400	10.8	35				
				3.30										13.3					